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23RD year

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DETROIT

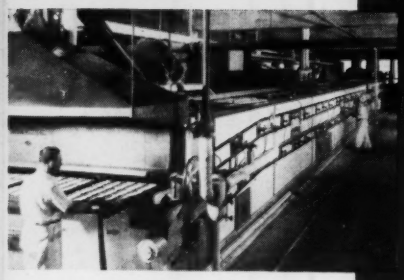
You must face the FACTS!

Thanks to the annual "Iowa Radio-Television Audience Survey" conducted for the past sixteen years by famed Dr. Forest L. Whan, you can know more about the listening-viewing facilities, habits and trends in this State than in any other area in the Nation.

Projecting all recent figures, you'll find that WHO-TV offers you ready access to 227,000 television sets in Central Iowa—an area that includes an urban population of 566,300, a rural population of 545,100. These 1,111,400 people have an effective buying income of over 1.7 *billion* dollars.

WHO-TV is, we believe, the first station ever to go on the air with programming from 6 a.m. to 12 midnight—with the finest NBC-TV network programs . . . the best local programs, *plus* one of the Nation's largest local-talent staffs. Ask Free & Peters!

WHO-TV
WHO-TV
WHO-TV



GENERAL BAKING COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { WMBG WCOD WTVR

For nearly half a century, the bakers of BOND BREAD have grown steadily in a most competitive field. The word "quality" has been a keystone in that success . . . quality of product . . . of selling . . . of service . . . and of advertising.

In broadcasting, quality in every respect adds up to a complete job, too. Top quality programming and public service over the Havens and Martin, Inc., stations in Richmond deliver sales results throughout the rich areas of Virginia. Join the other advertisers using WMBG, WCOD and WTVR, the First Stations of Virginia.

Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

La ch n to Gordon Owen

Every day, at a peak listening time, countless thousands in the Intermountain West welcome GORDON OWEN'S review of the passing parade of life.

His loyal audience reacts to his persuasive and sincere sales messages and this response rings cash registers for his clients. Keep **your** sales figures growin' . . . with Gordon Owen.

Gordon Owen's
HOMEMAKER SHOW

8:15 - 8:30 a. m.

Monday through Saturday

FULL

nter ountain etwork

44 STATIONS IN

UTAH IDAHO MONTANA WYOMING

SOUTH DAKOTA NEBRASKA COLORADO

NEW MEXICO NEVADA TEXAS

Salt Lake City, Utah—146 So. Main
Denver, Colorado—Hotel Albany

Represented by Avery-Knodel, Inc.
New York - Chicago - Los Angeles
San Francisco - Dallas - Atlanta

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Again! Unquestionably

KRLD HAS MORE TOTAL AUDIENCE IN DALLAS THAN ANY OTHER STATION OR FREQUENCY

MONDAY THROUGH FRIDAY: 6 A. M. TO 12 MIDNIGHT...

KRLD IS FIRST

SATURDAY: 6 A. M. to 12 MIDNIGHT . . .

KRLD IS FIRST

SUNDAY: 6 A. M. to 12 MIDNIGHT . . .

KRLD IS FIRST

"Pulse April-May 1954"
(Based upon 112,200 quarter-hour reports)

FROM 6 A. M. UNTIL 12 MIDNIGHT, SEVEN DAYS A WEEK, KRLD IS UNQUESTIONABLY FIRST.

"Wherever you go, there's radio," Tell your story to the great Dallas-Fort Worth market and the Southwest with North Texas' most listened-to Radio Station.

KRLD
50,000 Watts

EXCLUSIVE CBS OUTLET FOR THE DALLAS AND FORT WORTH AREA

OWNERS AND OPERATORS OF KRLD-TV, 100,000 WATTS VIDEO

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

THE TIMES HERALD STATION ... THE BRANHAM CO., Exclusive Representative

John W. Runyon, *Chairman of the Board* . . . . . Clyde W. Rembert, *President*

closed circuit.

IT'S NOW known that both CBS and NBC have made major economic studies to determine feasibility of changing from traditional network structure in both radio and tv to simplified program service operation, with networks selling service to stations. Though NBC executives are bearish about prospects [CLOSED CIRCUIT, May 31], CBS 20th floor thinks such operation has good profit potential and indeed will inevitably be forced by high costs of tv networking and dwindling radio network revenue.

★ ★ ★

POLITICAL pressures are another factor which may hasten drastic revision of network concepts. At least one chief executive of major network believes such investigations as forthcoming Bricker probe could be avoided if networks were merely program services sold directly to stations.

★ ★ ★

AT BEHEST of Dept. of Justice, FCC attorneys are researching political libel looking toward drafting of legislation which would protect broadcast stations now precluded under Sec. 315 of Communications Act from censoring political speeches. Department's interest, it's understood, was aroused by recent speech of Comr. Robert E. Lee before National Press Club [B•T, Aug. 2] in which he underscored dilemma of broadcasters and urged solution through legislation.

★ ★ ★

NUMBER of top-level people are actively under consideration for presidency of TvB with likelihood that decision will be made following Chicago meeting, tentatively slated for Sept. 2. It's definitely established, however, that none of ten men who served as joint committee to effect merger will be in running. Clair R. McCollough, chairman of NARTB Tv Board, and Richard A. Moore, acting head of former TvAB, are key men in selection of new president, with concurrence of their respective boards. Presidency as well as other staff positions currently are "wide open," it's understood.

★ ★ ★

IN PRIVATE conversation last week one of highest network officials predicted that tv trend toward "Spectaculars" will lead to creation of star system which will out-Hollywood Hollywood. In his view, budgets which seem high today will be considered small change in future. "I don't say this is either good or bad," he said, "but it certainly will make broadcasting a different business."

★ ★ ★

PAPER WORK was being completed last weekend on acquisition of KFSD-AM-TV San Diego by Fox, Wells Co., New York investment firm, for $2.8 million [CLOSED CIRCUIT, Aug. 9]. Board of directors of new KFSD Inc. will comprise James G. Rogers Jr., Fox, Wells executive and former vice president and general manager of Benton & Bowles; Glen R. McDaniel, president, Radio - Electronics - Television Manufacturers Assn., counsel for Fox, Wells, and William T. Lane, Syracuse agency owner and former head of WAGE Syracuse and WLTV (TV) Atlanta. New manager for properties not yet selected.

★ ★ ★

DON'T think that the forthcoming Senate investigation of networks has all the chains in a tizzy. DuMont executives make no bones about their delight at this turn of events; they virtually asked for something like this during the uhf hearings before Sen. Potter.

IT WOULDN'T surprise observers to see CBS divest itself of its minority interest in WTOP-AM-FM-TV Washington (45%), WCCO-AM-TV Minneapolis (47%) and KQV Pittsburgh (45%) within next few months.

★ ★ ★

IT'S NO discredit to Sig Mickelson to report his elevation to vice presidency of CBS Inc., with supervision of all radio-tv news and public affairs shows (see story page 104), may take heat off network in forthcoming Bricker probe. Able newsman and skilled administrator, Mr. Mickelson was going places anyway, but Sen. Bricker's known concern over broadcasts by some CBS commentators may have hastened appointment of top overseer to whom all commentators must answer.

★ ★ ★

ACQUISITION of his seventh am station by R. W. Rounsaville to be announced soon when application for FCC approval of his purchase of 70% of WWOK Charlotte, N. C. (construction permit for 1480 kc, 1 kw daytime), is filed. Mr. Rounsaville, who is post-war broadcaster (he started with $2,000 of his GI savings), already owns WQXI-AM-TV Atlanta, WLOU and WQXL-TV Louisville, WCIN and WQXN-TV Cincinnati, WMBM Miami Beach, WBAC Cleveland, Tenn., and 51% of WBEJ Elizabethton, Tenn. Am stations in Louisville, Cincinnati and Miami Beach are run as "race" stations.

★ ★ ★

PURCHASE of WESK Escanaba, Mich. (250 w, 1490 kc, NBC), by Stanley R. Pratt, president of WSOO Sault Ste. Marie and former director of patronage of Republican National Committee, for $20,000 effected last week, subject to FCC approval. Mr. Pratt also owns 20% of WMIQ Iron Mountain, Mich.

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for super results use

SUPER POWER

WGAL-TV

NBC
CBS
DUMONT

Lancaster, Pennsylvania

316,000 WATTS

316,000 WATTS

STEINMAN STATION
Clair McCollough, *President*

Covers vast new prosperous territory for your advertising dollar

WGAL-TV PRIMARY MARKET

TV sets	554,915
families	803,200
effective buying income	$4,226,847,000
retail sales	$2,654,371,000

COVERING

York	Harrisburg	Reading
Hanover	Lebanon	Pottsville
Gettysburg	Sunbury	Shamokin
Chambersburg	Lewistown	Coatesville
Frederick	Carlisle	Lewisburg
Hagerstown	Shippensburg	Huntingdon
Westminster	Martinsburg	Waynesboro

Representatives

MEEKER TV, Inc.

New York Los Angeles Chicago San Francisco

at deadline

MILLION-WATT GEAR FOR UHF STATIONS PROMISED BY GE BEFORE END OF YEAR

TWO major steps in tv transmitter field announced Friday by General Electric Co. First, GE disclosed it will have maximum-allowable million-watt uhf transmitting gear available to uhf operators before end of year. Second, it announced immediate availability of uhf tv broadcast line for tv satellite stations.

Megawatt ERP for uhf stations made possible by new 45 kw transmitter, wave-guide efficiency of 90% and antenna gain of 25, GE explained. New 45 kw transmitter has 12 kw amplifiers in parallel. Present 1 kw and 12 kw transmitters can be used as part of system, with uhf tubes described as on production lines and already "de-bugged." New 45 kw job priced at $225,000 plus klystrons, which are leased. Boost to maximum for station with GE 12 kw transmitter would cost $165,000 with $175,000 cost involved in changing 1 kw transmitter to 45 kw system.

Arrangement of 12 kw amplifiers in parallel is described as unique by GE engineers. Use of production uhf tubes and equipment already proved in field also termed unusual in radically new product and designed to avoid troubles of early introductory period.

GE said satellite equipment is available in packages, with cost depending on size of market to be covered and whether film programs will be originated. Complete cost of packages (except tower and building): Small market, 1 kw transmitter, from $50,000; medium market with 1 kw transmitter, from $75,000; large market, with 12 kw transmitter, from $150,000.

William J. Morlock, general manager of GE's Commercial Equipment Department and chairman of RETMA Broadcast Equipment Section, said FCC's new policy and availability of equipment will enable uhf stations to commence with greatly reduced operating costs, making it unnecessary to increase personnel and facilities until their areas have developed into tv markets that will justify such expansion.

Schick First Taker For DuMont Pro Football

FIRST SIGNING of national tv network sponsor for coming fall football games announced Friday by DuMont Tv Network with disclosure that Schick Inc. (electric shavers) had contracted for one quarter of 40 Saturday night and Sunday afternoon National Football League games over 92-station network. Contract was placed through Kudner Agency, N. Y.

Every weekend from Oct. 2 through Dec. 12 DuMont will carry from two to five games on Saturday night and Sunday afternoon contests, with selected games of the week going on coast-to-coast lineup Sunday afternoon while other games go to regional hookups. One Schick-sponsored game will be seen in each city each weekend. Saturday schedule (10 games) opens with New York at Baltimore Oct. 2; Sunday schedule (30 games) not yet announced.

Fights Force NBC Moves

TO accommodate acquisition of Gillette Friday night fights, heretofore carried by ABC, NBC Radio is rescheduling *Fibber McGee & Molly* from present Mon.-Fri. strip to Sun.-Thurs. basis (10-10:15 p.m.) and switching *Great Gildersleeve* from weekly half-hour to Sun.-Thurs. quarter-hour (10:15-10:30 p.m.) which will be offered to advertisers in 15-minute segments. *Fibber* will continue to be sold on one-minute participations basis. Change for *Fibber* effective Aug. 29; for *Gildersleeve* Sept. 26. Gillette fights also are on NBC-TV.

WKY-TV to Feed Color

WKY-TV Oklahoma City, using own color equipment, will become first network affiliate to originate a network colorcast when it feeds color coverage of American Indian Exposition to NBC-TV tomorrow (Tuesday) for insertion in network's *Home* (11 a.m. to 12 noon), NBC announced Friday.

$7 Uhf Tuner Feasible, Manufacturer Tarzian Avers

TV TUNER manufacturer Sarkes Tarzian supplied Senate Interstate & Foreign Commerce Committee with details Friday on how he can supply set manufacturers with full-range vhf-uhf tuner for only $7 more than vhf unit alone. Data was requested to support debate expected this week on House-passed catch-all bill which includes $7 excise tax relief for firms making combination vhf-uhf sets.

Mr. Tarzian affirmed his testimony before Senate Commerce Subcommittee probing uhf ills that $7 uhf portion could be added in field to his tuners by using screwdriver.

Disagree on Rebuke

MEMBERS of House Commerce Committee reportedly disagreed last week over contents of statement, said to have been drafted by Committee staff, which was to have delivered sharp rebuke to radio-tv for what Committee felt to be excessive beer and wine advertising.

Rep. Charles A. Wolverton (R-N. J.), Committee chairman, said late Friday there definitely will be statement, probably "Tuesday or Wednesday." Statement was to be issued by Committee in lieu of reporting out Bryson bill to prohibit liquor advertising on radio-tv and in newspapers, letting bill die on shelf.

UPS AND DOWNS

WOR New York claimed Friday that, for first time in radio history, advertisers have opportunity to sponsor same personality on combination-rate basis at times when people are retiring at night and when they are waking up in morning. Station is offering participations on early-morning *Rambling with Gambling* (Mon.-Fri., 6-8 a.m.) and *John Gambling Show* (Mon.-Fri., 11:15-11:45 p.m.)

• BUSINESS BRIEFLY

NEWS FOR MILES • Miles Labs, Elkhart, Ind. (Alka-Seltzer and One-A-Day brand vitamins), in what was described as its first across-the-board network tv news series purchase, signs to sponsor *Morgan Beatty and the News* on DuMont Tv Network, Mon.-Fri., 7:15-30 p.m., immediately preceding his 7:30-45 p.m. strip on NBC Radio, also for Miles. Telecasts will originate from DuMont's WTTG (TV) Washington studios, and, because of time element, special studio has been constructed there for origination of Mr. Beatty's NBC Radio broadcasts. Miles-DuMont contract described as for 52 weeks, starting Sept. 27, and was placed through Geoffrey Wade Adv., Chicago.

THREE FOR EDWARDS • Signing of three new sponsors for CBS-TV's *Douglas Edwards with the News* (Mon.-Fri., 7:30-7:45 p.m. EDT) announced Friday by Willam H. Hylan, CBS-TV vice president in charge of network sales. Sponsors are: Whitehall Pharmacal Co., N. Y., through the Biow Co., N. Y., for Monday period, starting Aug. 23; Bendix Home Appliances Div., Avco Mfg. Corp., South Bend, through Earle Ludgin & Co., Chicago, for Wednesday program, starting Aug. 25, and Pharmaceuticals Inc., N. Y. (Geritol), through Edward Kletter Assoc., N. Y., for Wednesday segment, effective Aug. 27.

REVLON TO SSC&B • Revlon Products Corp., N. Y. (Silken Net hair spray, Love-Pat and Aquamarine shampoo), appoints Sullivan, Stauffer, Colwell & Bayles, N. Y., to handle advertising. Media plans as yet undecided.

MORE FOR MONARCH • Monarch Wine Co., Brooklyn (Manischewitz wine), Friday announced step-up in advertising plans for fall, doubling tv schedule to include 50-60 stations and adding 50% more radio stations for total of 150-160. Through Emil Mogul Co., N. Y., company has released series of 20-second and one-minute tv film commercials, combining animated version of "Man, oh Manischewitz" musical jingle with live photography of wine being enjoyed in typical home situations.

RADIO BOLSTERS TV • General Foods Corp., Maxwell House Div., Hoboken, N. J. (Instant Sanka), plans to supplement its tv spot campaign with radio spot drive in about 20 markets, not set as yet, with starting date still undetermined. Agency: Young & Rubicam, N. Y.

Four V's Join ABC-TV

AFFILIATION of four more television stations with ABC-TV, raising total affiliates to 205, announced Friday. New affiliates are: KIEM-TV Eureka, Calif. (ch. 3), owned and operated by Redwood Broadcasting Co., with Don H. Telford as general manager; KBES-TV Medford, Ore. (ch. 5), owned and operated by Southern Oregon Broadcasting Co., with William B. Smullin as general manager; KHOL-TV Kearney, Neb. (ch. 13), owned and operated by Bi-States Co., with Duane L. Watts as general manager; and WTHI-TV Terre Haute, Ind. (ch. 10), owned and operated by Wabash Valley Corp., with Joseph M. Higgins as general manager.

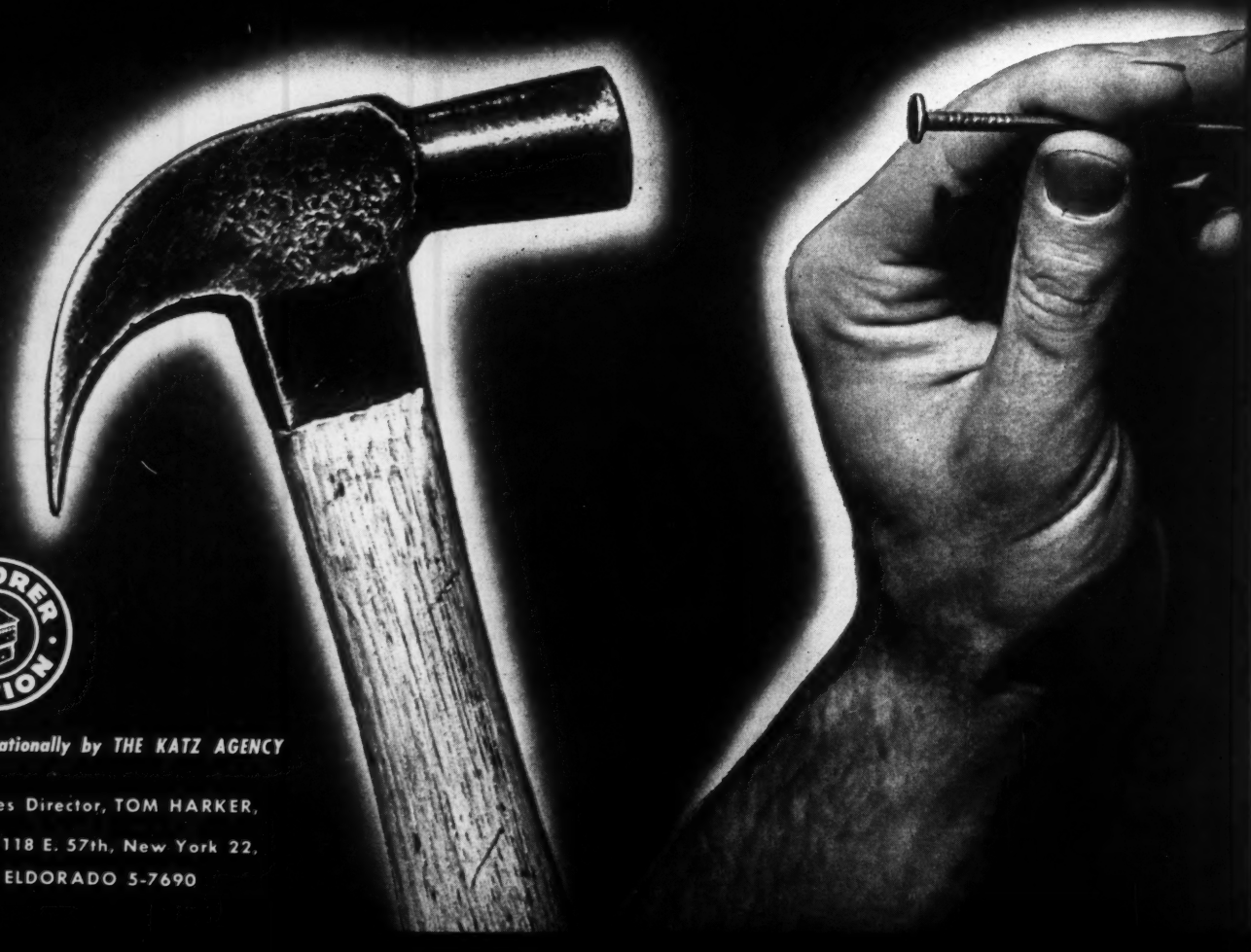
For Your Sake, Mr. Time Buyer, We

keep hammering

This One Important Fact

There Is Only One TV Station in the Detroit Area with Maximum Power . . . and that's WJBK-TV

Get MAXIMUM COVERAGE on the 1,468,400 TV sets in the rich Southeastern Michigan market with WJBK-TV's 100,000 watt power, 1,057 ft. tower and commanding Channel 2 dial position.



A STORER STATION

Represented Nationally by THE KATZ AGENCY

National Sales Director, TOM HARKER,
118 E. 57th, New York 22,
ELDORADO 5-7690

at deadline

Chief, Assistant Named For Broadcast Bureau Unit

NEW CHIEF and assistant chief of FCC Broadcast Bureau's Rules & Standards Division were announced Friday with Hart S. Cowperthwait getting top post. Named assistant chief was division attorney Herbert M. Schulkind.

Mr. Cowperthwait has been chief of Technical Branch of Television Division. He succeeds Arthur Scheiner who resigned to enter private law practice in partnership with former FCC General Counsel Benedict P. Cottone.

Engineering graduate of U. of Minnesota, Mr. Cowperthwait joined FCC in 1941. After wartime monitoring, he was assigned broadcast duties, including chief of Allocation Section. Mr. Schulkind, law graduate of Columbia U., joined FCC in 1949 as broadcast attorney in Office of General Counsel. He transferred to Rules & Standards in 1951.

KXOK Sale Filed

APPLICATION for FCC approval of sale of KXOK St. Louis from present Elzey M. Roberts family ownership to Elzey M. Roberts Jr. and C. L. Thomas for $300,000 in cash and stock transfers filed Friday. Reassignment of KXOK is required in order for present owners to exercise option to purchase 23% interest in KWK-AM-TV St. Louis, according to merger agreement which resulted in tv grant [B•T, April 12].

Station, on 630 kc with 5 kw, will be assigned to KXOK Broadcasting Inc., 75% owned by junior Mr. Roberts and 25% by Chester L. Thomas, present general manager. Both will withdraw from connection with KXOK Inc., present licensee. In June 30, 1954, balance sheet, station shows total assets of $2,950,750, of which current assets are $1,435,038, and total current liabilities of $420,662, plus surplus of $1,530,088, and common stock valued at $1 million.

KWK-AM-TV is now owned by Robert T. Convey and associates and *St. Louis Globe-Democrat*. After all merger options are taken up, KWK stations will be 28% owned by Mr. Convey and group, 23% by *Globe-Democrat*, 23% by KSTP-AM-TV Minneapolis-St. Paul, 23% by KXOK Inc. group, and 3% by St. Louis residents of Missouri Valley applicant.

Hearing Indicated

NORTH CAROLINA Television Inc., sole applicant for ch. 7 at Washington, N. C., advised by FCC in McFarland notice that hearing is indicated on tv bid because of coverage overlap between two stations in which firm's stockholders also are interested. FCC cited WFTC Kinston and WGBR Goldsboro. Kenneth C. Royal, ex-Secretary of Army, is part owner of tv applicant and WGBR.

Chambersburg Uhf Off for Good

DARKENED ch. 46 WCHA-TV Chambersburg, Pa., won't resume telecasting, board of directors has voted. Off air July 18, station told FCC it will return permit if requested.

Notre Dame Gets Ch. 46

FINAL DECISION granting ch. 46 at Notre Dame, Ind., to Michiana Telecasting Corp., subsidiary of Notre Dame U., issued by FCC Friday. Competitive bid of WHOT South Bend was denied. Notre Dame has bought WHOT for $140,000 from Universal Broadcasting Co., subject to FCC approval (story page 58). Universal operates WISH-AM-TV Indianapolis.

Radio Actions

RADIO actions by FCC Friday: KMYR Denver granted change from 250 w on 1340 kc to 5 kw fulltime on 710 kc, directional. KPMO Pomona, Calif., granted increase in day power from 500 w to 1 kw, operating on 1600 kc, 500 w night.

Shreveport, Providence Cases Postponed

TWO tv oral arguments scheduled by FCC today (Monday) were postponed Friday until Sept. 14. They are: Shreveport, ch. 12 case, in which examiner's initial ruling favored Shreveport Tv Co. over KRMD and Southland Tv Co., and Providence ch. 12 case, involving economic protest by ch. 16 WNET (TV) against ch. 12 WPRO-TV.

Rennekamp Stations Cited

TECHNICAL violations of FCC's rules, including operation of stations without first class licensed operators, cited by FCC Friday in orders to Kenneth E. Rennekamp stations WEMR Emporium, WMAJ State College, WAKU Latrobe, WKBI St. Marys and WKRZ Oil City, all Pa., to show cause why cease and desist orders should not be issued for violations of Act and rules.

Commission explained certain of stations cited also had defective modulation monitors, one was operated contrary to specifications of its authorization despite warning indication of remote control device and another failed to have Conelrad civil defense equipment. Similar order also was sent Curt Doelicke to show cause why he should not be ordered to cease from operating WEMR or any other station without permit.

STRIKE SPIKED

SERIES of radio-tv spots and special simulcast by WSBT-AM-TV South Bend, Ind., credited Friday by officials of Studebaker Corp. plant there with helping to avert possible shutdown by 10,000 members of United Auto Workers (CIO) and union acceptance of pay adjustment. After union met Aug. 6 and rejected management proposal to pare wages, station prevailed on Studebaker officials to participate in simulcast Wednesday evening to correct misinformation and rumors on issues involved. Studebaker officials answered queries on suggested 10-15% downward pay adjustment and on its position that pay slash was necessary to meet competition. UAW members met again late Thursday and agreed to accept.

AT&T Wants To Extend Experimental Color Rates

AT&T Friday filed with FCC application to extend experimental color tv rates until Feb. 1, 1955, indicating that as yet telephone company officials have not determined how much transmission of color programs from city to city is going to add to costs of black-and-white program transmission. Experimental tariff is same as black-and-white for line charges ($35 per circuit mile per month for eight consecutive hours daily service) and $500 station connection charge, plus extra $450 for color hookup.

Full Power for KOIN-TV

KOIN-TV Portland, Ore., increased to full 100 kw Friday as new Ideco tower and six-bay antenna went into operation. Oregon Gov. Paul Patterson took part in inaugural. Engineering tests of ch. 6 signal said to show five-fold increase in Goldendale, Wash., and Eugene, Ore., 125 miles away.

UPCOMING

Aug. 21: Oklahoma chapter, American Women in Radio & Tv, Tulsa.

Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.

Aug. 22-24: Georgia Assn. of Broadcasters, St. Simons Island.

For other Upcomings see page 125.

PEOPLE

KENNETH L. SKILLIN appointed advertising and sales promotion department manager of Armour & Co., Chicago, succeeding **RALPH E. WHITING,** who resigned to join Earle Ludgin & Co. there as vice president and account executive.

GEORGE J. ZACHARY appointed radio and television production manager, Lever Bros., N. Y., succeeding **JOHN ALLEN,** who resigned to start own tv producing firm. Mr. Zachary will be responsible for production of radio and tv programs and commercials by Lever's advertising agencies. He also will be in charge of development of new programs and talent.

RICHARD T. CONNELLY, director of press, NBC, resigning effective Sept. 7 to return to radio and tv publicity department of Young & Rubicam, N. Y., where he served for eight years prior to taking NBC post some 16 months ago.

CARL TILLMANNS, director of advertising and promotion, Paul H. Raymer Co., station representation firm, transfers to company's radio sales staff.

WARREN J. BOOROM named assistant director of local promotion for BAB, effective today (Monday), by **R. DAVID KIMBLE,** BAB director of local promotion. Mr. Boorom succeeds **S. I. ABELOW,** who has resigned to join Grey Adv., N. Y. Mr. Boorom has served as director of promotion and advertising for WTOP Washington since last April.

BERNICE FITZ-GIBBON, noted retail advertising woman (and outspoken critic of radio-tv as advertising media), retained by Biow Co., N. Y., as consultant, according to announcement being made today (Mon.) by Milton Biow, chairman of agency. She has served as advertising executive for three of New York's largest department stores, Gimbel's, Macy's, and Wannamaker's, and since resignation from Gimbel's last February has operated own advertising consultant office.

CHARLES KELLY, manager of tv, WMAL-TV Washington, to WSUN-AM-TV St. Petersburg, Fla., as general manager, effective Sept. 1.

JIM FIDDLER, pioneer radio-tv weatherman who has been featured on NBC-TV's *Today*, joins WLWT (TV) Cincinnati today (Mon.) as staff meteorologist, directing weather station at Crosley Square.

ANTHONY H. BORIS, Philip Morris' "Johnny," who helped make "Call for Philip Morris" nationally known, died Thursday in Grand Rapids at age 39. He was with Philip Morris for 10 years.

First Color in Mexico

XHT (TV) Mexico City (ch. 4) is scheduled to present today (Monday) what is hailed as "the first color telecast in Latin America." Edward J. Stern, president of international division of Ziv, reported Friday that event will be marked by presentation of half-hour episode of Ziv Television Program's series filmed in color, *Favorite Story*.

ABC Film Calls Huddle

PLANS announced Friday by George T. Shupert, president of ABC Film Syndication, for three-day meeting in New York, starting Aug. 25, of entire personnel of division, including producers, administrators and sales executives. Meeting will be held in conjunction with launching of two new ABC film properties, *Mandrake the Magician* and *Passport to Danger*, which will be available for late fall programming.

SPURRED for ACTION

With Carolina Gamecock precision, we are winning sales battles right in the heart of the richer-than-ever Carolina Piedmont (Spartanburg-Greenville) Area . . .

BECAUSE WSPA'S COVERAGE IS TOPS!
In November, 1953 . . . The Pulse, Inc., completed a comprehensive, Monday-thru-Friday survey of 280 quarter-hour segments in 7 out of the 27 counties blanketed by WSPA—and WSPA was *way out front* in all 280 segments!

IN FACT:
From 6:00 AM to 12:00 Noon
WSPA enjoys more than THREE TIMES the audience of the next highest of the seven stations reported in the seven counties surveyed!

From 12:00 Noon to 6:00 PM
WSPA enjoys more than FOUR TIMES the audience of the next highest station!

From 6:00 PM to 8:00 PM
WSPA enjoys nearly FOUR TIMES the audience of the next highest station!

MEANING:
In the heart of WSPA's 27 county coverage area . . . WSPA is nearly more than a FOUR TO ONE popularity winner!

27-County Total
Retail Sales $858,353,000.00
Population 1,194,900

**Sales Management Survey of Buying Power 1954*

Represented by
GEORGE P. HOLLINGBERY CO.

First CBS Radio Station For The Spartanburg-Greenville Market

Walter J. Brown, *President*
Roger A. Shaffer, *Manager*
Ross Holmes, *Sales Manager*

WSPA
5,000 WATTS 950 KC
South Carolina's Oldest Station
SPARTANBURG, S. C.

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Broadcasting • Telecasting Bldg., 1735 DeSales St., N. W., Washington 6, D. C.
Telephone: Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL — Edwin H. James, *Managing Editor;* Rufus Crater (New York), J. Frank Beatty, Bruce Robertson, *Senior Editors;* Fred Fitzgerald, *News Editor;* David Glickman, *Special Projects Editor;* Earl B. Abrams, Lawrence Christoper, *Associate Editors;* Don West, *Assistant News Editor;* Harold Hopkins, *Assistant Editor;* Patricia Kielty, *Special Issues;* Ray Ahearn, Jonah Gitlitz, Louis Rosenman, Peter Pence, *Staff Writers;* Kathryn Ann Fisher, Joan Sheehan, Audrey Cappella, *Editorial Assistants;* Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS — Maury Long, *Vice President and General Manager;* Ed Sellers, *Southern Sales Manager;* George L. Dant, *Advertising Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Wilson D. McCarthy, Betty Bowers; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Joel H. Johnston, Sharleen Kelley, Jean McConnell, William Phillips.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
EDITORIAL: Rufus Crater, *Senior Editor;* David Berlyn, *Assistant New York Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Selma Gersten, Barbara Plapler.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

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John Osbon, *News Editor.*

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Wallace H. Engelhardt, *Western Sales Manager;* Leo Kovner, *Western News Editor;* Marjorie Ann Thomas, *Tv Film Editor.*

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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*Reg. U. S. Patent Office

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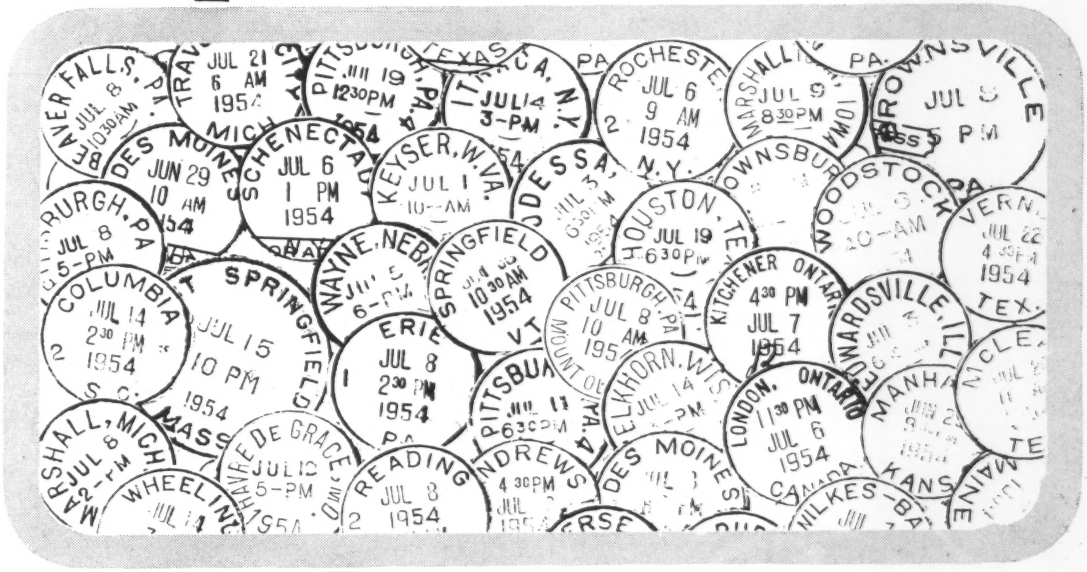
Over 800 cards and letters from 34 different states, 6 Canadian Provinces, Cuba, and Puerto Rico . . . all telling us that the WMBR-TV signal was received in varying degrees of clarity! Naturally, we can't claim this "freak reception" as a part of our vast coverage pattern . . .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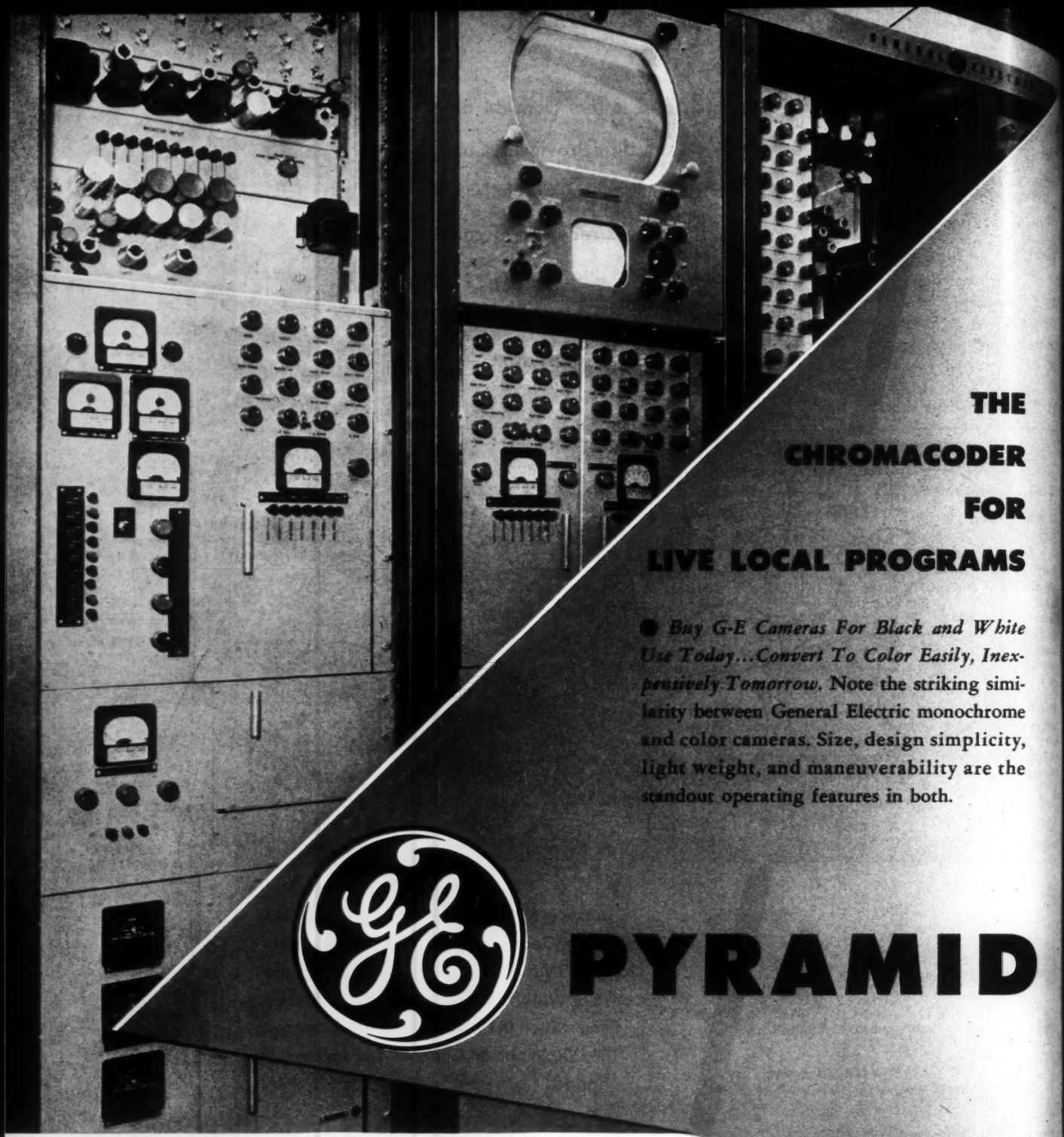


THE CHROMACODER FOR LIVE LOCAL PROGRAMS

● *Buy G-E Cameras For Black and White Use Today...Convert To Color Easily, Inexpensively Tomorrow.* Note the striking similarity between General Electric monochrome and color cameras. Size, design simplicity, light weight, and maneuverability are the standout operating features in both.

PYRAMID

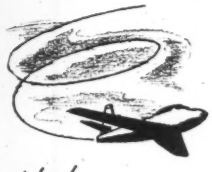
Excellent Quality!

See a Chromacoder color transmission for convincing proof that G. E. has perfected a system which will attract commercial revenue.

Unmatched Economy!

One Chromacoder serves any number of cameras. Save $40,000 on your first two *new* color cameras...$80,000 on three channels.

Savings based on average selling price of "3-tube" cameras.



High Maneuverability!

Light weight, rugged design permits equally flexible use of General Electric color television equipment *on remotes* or in the studio.

Simplified Operation!

One operator, stationed at the Chromacoder control panel, controls precise color registration adjustments for *all* cameras.

Proved Successful!

At NARTB in Chicago, this equipment was put through its paces under simulated studio conditions and received enthusiastically.

Examine G-E Color...**THEN DECIDE!**

-E Monochrome Camera
G-E Color Camera

units are illustrated here
on to their actual size.
ey are identical ex-
lor disc on front
camera.

Pyramid for color TV

Every broadcaster who attended NAB
this year had an ideal opportunity to make
the color system comparison General Electric
Television receiver screens proved
Chromacoder's exceptional performance beyond
question. And, the facts on economy...system
adaptability...and ease of operation are too
obvious for anyone to overlook.

If you missed G-E's color demonstration at the convention, get in touch now with our local district representative. He has an interesting color program to present. Ask about the *Pyramid Plan*. You'll welcome this realistic, economical approach to color telecasting.

General Electric Company, Section X284-16, Electronics Park, Syracuse, New York

In Canada, write: *C. G. E. Electronics, 830 Lansdowne Avenue, Toronto*

Progress Is Our Most Important Product

GENERAL ELECTRIC

EVEN LEE WATCHES

W·H·E·N TV

Good thing the surrender terms didn't include Channel 8 — Lee would have started the war all over again!

Down in Lee country, folks have been known to pass up seconds of corn pone and chittlins rather than miss a single moment of WHEN-TV.

Naturally, we mean Lee, N. Y., just one of more than 250 upstate communities that stand up and salute every time Channel 8 flashes on their TV screens. Awfully tiring, this saluting business, but with Lee it's a matter of love.

Livin' is rich and easy in Lee, 'cause folks there are buyers. You sellin'?

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

W·H·E·N TV

CBS
ABC
DUMONT

A MEREDITH STATION

CHANNEL 8

SYRACUSE, N.Y.

OZARK JUBILEE

Network: ABC Radio
Time: Sat., 10:05-10:30 p.m. EDT
Star: Red Foley
Producer: RadiOzark Enterprises
Director-Writier: Don Richardson
Announcer: Joe Slattery
Music: Graty Martin's Crossroads Gang
In cast: Pete Stamper, Aunt Bunie Wilson, Foggy River Boys Quartet and guest.
Estimated production cost: $1,300 per week

IN AN EXTENSION of its music-news formula, ABC Radio on Aug. 7 launched a hill-billy music show, *Ozark Jubilee*, which should attract devotees of mountain-style music and humor. It could provide a refreshing pause for Saturday night stay-at-homers who want to flee from the television set.

Red Foley is an ingratiating performer, perhaps the outstanding protagonist of hill-billy

RED FOLEY

vocalizing. Even in his rendition of "standard" tunes, country-style, Mr. Foley is a most talented showman. He is abetted by an able cast of Ozark comedians, including Pete Stamper and Aunt Bunie Wilson.

The show is recommended listening for those who appreciate the cultural phenomenon that is hill-billy entertainment. It is one of the superior presentations in this specialized field, and listeners will either like it or despise it.

ONE MINUTE PLEASE!

Network: DuMont
Time: Tues., 8:30-9 p.m.
Cast: John K. M. McCaffery, permanent m.c.; Hermione Gingold, Hildy Parks, Marge Greene, Marc Connelly, Cleveland Amory and Ernie Kovacs.
Producer-Director: David Lowe
Origination: New York
Production cost: $4,500 per week

SOME have it and some don't. The gift of gab, blarney, loquacity, chatter, babble, effusion, that is. And that's the whole point of DuMont's *One Minute Please!*, which is an import from the staid and proper BBC—and sounds like the British trying to be really jolly.

What the British (and DuMont) have done is to take an old parlor game and convert it to the electronic screen. The game, if your memory goes back no further than mah jong, was to see how well someone could talk seemingly sensibly on a subject he knew nothing about. It belonged in the same era as home songfests, corn-popping in the fireplace, and Gibson Girl shirtwaists.

In the DuMont show, complete with quiz-master and panelists, the time given each contestant is one minute. But, there's a twist ("Gotta give it the old twisteroo, son."). This is some common word which once spoken may not be used again. In one of the rounds on the show we saw, the secret word was "to, two, too." It certainly served to shorten the attempts of some of the participants.

We're not sure we like that hurdle. When such masters of the spoken and written word as Marc Connelly and Cleveland Amory begin to expound on such subjects as "How Peter Piper Picked a Peck of Pickled Peppers" or "How to Begin the Beguine" even their nonsense has a certain sparkle.

Subjects are sent in by viewers. So are recommendations for the secret word. If the subject or the secret word is used, the viewer gets merchandise. There's lots of loot on this program. And every item is carefully identified with the maker's name, and in some instances who the retailer is.

This business of going back to the heyday of the simple, unsophisticated pre-World War America for tv programs (charades, 20 questions, etc.) has given us pause. What next, we ask ourselves! The answer came to us the other day. What we would like to see is the old fashioned elocution recitation, complete with gestures, that was the staple of family life at the turn of the century. Ah, youth!

COLORCASTING

Advance Schedule Of Network Color Shows

CBS-TV

Mondays (5:30-6 p.m. EDT): Film, *Time for Color.*

Aug. 22: *Toast of the Town,* Lincoln-Mercury Dealers through Kenyon & Eckhardt

Aug. 25: *The Big Payoff,* Colgate-Palmolive Co. through William Esty

Aug. 31: *Danger,* Block Drug Co. through Cecil & Presbrey

Sept. 7 (10-10:30 p.m. EDT): *Life With Father,* Pet Milk Co., through Gardner Agency

Sept. 8 (12:15-12:30 p.m. EDT): *Love of Life,* American Home Products Corp. through Biow Agency

Sept. 14 (9-9:30 p.m. EDT): *Meet Millie,* Carter Products, through SSC&B

Sept. 15 (10-11 p.m. EDT): *The Best of Broadway,* Westinghouse Electric Corp. through McCann-Erickson

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

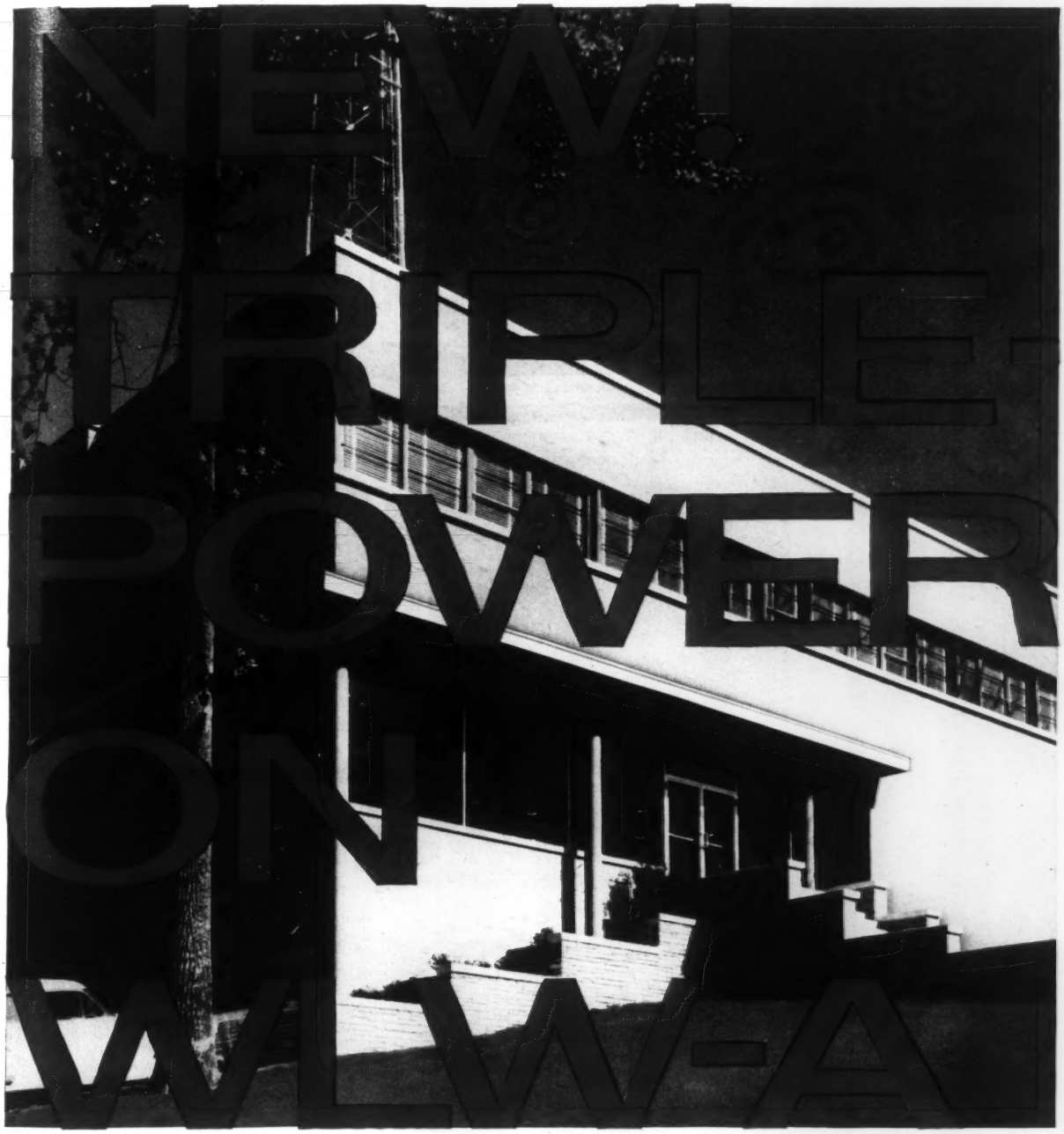
Aug. 16: Address by George Briard

Aug. 17 (on *Home* only): Pickup from Oklahoma City Indian Convention

Aug. 19: Dick Satterfield & Arlene Francis (*Home*)

Aug. 19: *The Marriage*—situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T.]



the one TV station with 3 times the power of any in Atlanta!

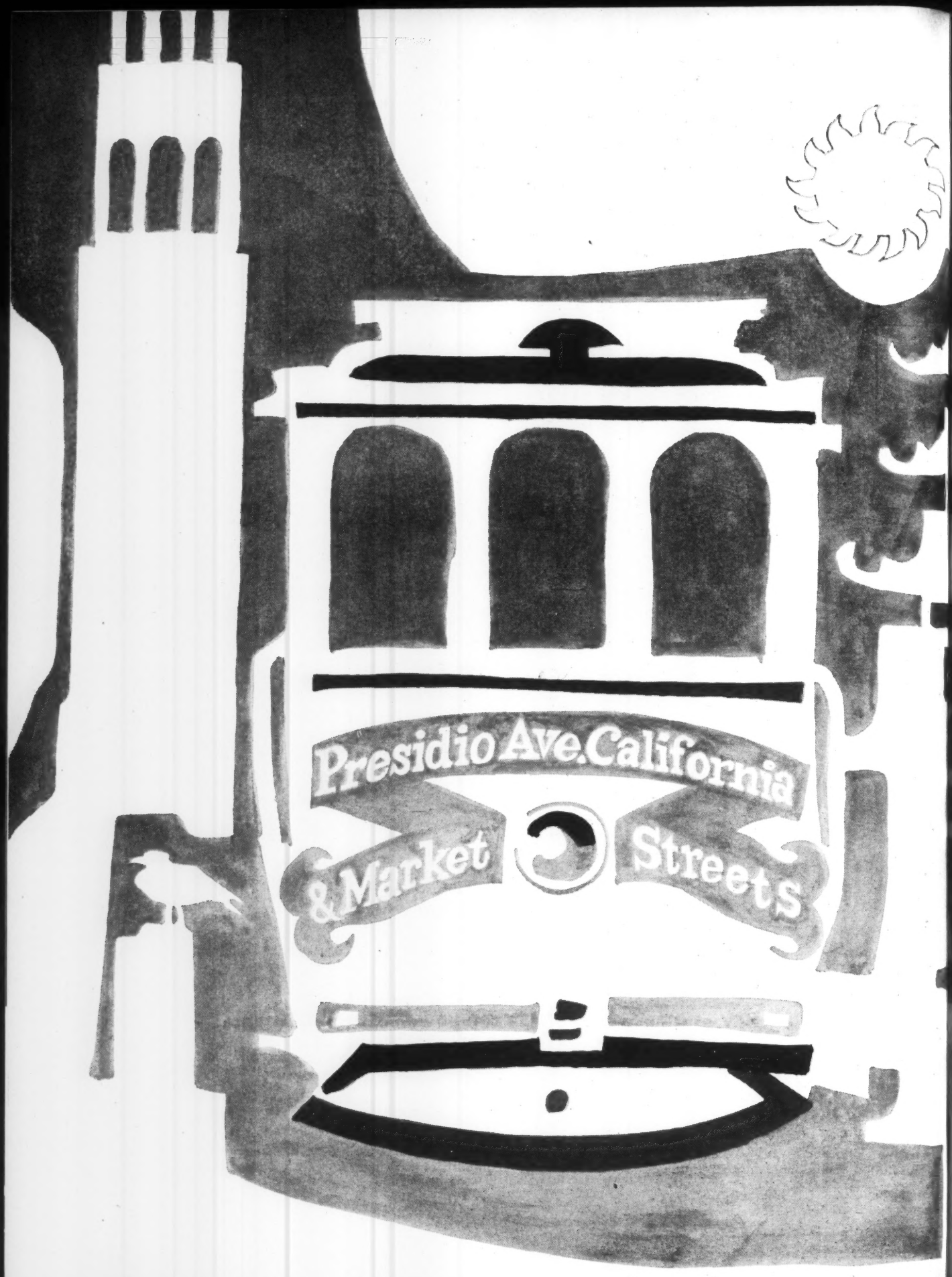
There's a new TV picture in Atlanta and you don't have to look hard to see where the sales are being made. It's WLW-A.

Look at the new power—316,000 watts.

Look at the new plant—36,000 square feet in a dazzling modern building at 1611 West Peachtree NE. Seating for 300 in Studio One, another 150 in Studio Two. The only Atlanta TV station with room for audience participation, live audience excitement.

And then take a second look at WLW-A showmanship, WLW-A audience building, WLW-A merchandising to the point-of-sold. This is triple-power to tap the spending as well as triple-power sending! Something your competition isn't overlooking.

WLW-A, *Crosley Broadcasting of Atlanta, Inc.*


Presidio Ave. California
& Market Streets

Now WBC means San Francisco, too

San Francisco's first television station, KPIX on Channel 5, has joined the group of radio and television stations operated by Westinghouse Broadcasting Company in key centers of the country.

KPIX is WBC's kind of station. It's the Number One station in San Francisco's one-million-set metropolitan area—as much a part of its daily life as the cable cars, hills, bays and bridges. As a WBC station, KPIX will continue the policies and programming that have placed it first with these people it serves and sells.

For more information about KPIX, now that it's part of the finest station group in the country, ask the National Representatives, the station sales staff, or call Eldon Campbell, WBC National Sales Manager. His number is PLaza 1-2700, New York.

KPIX channel 5

KPIX, San Francisco
WBZ-WBZA·WBZ-TV, Boston
KYW·WPTZ, Philadelphia
KDKA, Pittsburgh
WOWO, Fort Wayne
KEX, Portland

National Representatives: Free & Peters, Inc.
KPIX, San Francisco, represented by the Katz Agency, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

#1
in the morning!
#1
in the afternoon!
#1
in the evening!
IN
Winston-Salem
NORTH CAROLINA
. . . the hub of a rich, fast-growing 15 county market in the industrial heart of the . . .
#1
State in the South
Whatever your product or service—you will sell more of it faster to more people when you use the . . . . . .
#1
STATION
NBC AFFILIATE
600 KC—5 KW
AM - FM
WSJS
Represented by
HEADLEY-REED CO.

OPEN MIKE

Expert Witness

EDITOR:

You are right as rain on the abracadabra re the chairmanship [of the FCC].

Proper administration, especially in this sensitive and controversial area, requires stability of that office. Left in doubt and teetering, the chairman's strength is sapped within the organization and without it. Respect generally is lessened. It is unhealthy in a myriad of big and little ways when the staff, the industry and Washington are left to guess as to where tomorrow's leadership may be.

My earliest knowledge of the one-year deal was when Mr. McNinch went over from the Power Commission "to clean up the mess" that had been created in part by the previous uncertainty in the office. Troubles remained. Then I came in.

The White House sent me a one-year nomination. Sensing even then the problem, I sent it back with this comment: "Uncertainty and weakness are inherent in another temporary appointment. The President has the power to fire the chairman any day he is so minded. Send me one without any specified term or date limitation." This was done. There was never any doubt, within or without, as to where leadership was vested.

James Lawrence Fly
Fly, Shuebruk, Bloom & Gaguine
New York

Where There's Hope

EDITOR:

On page 60 of the Aug. 9 issue of BROADCASTING • TELECASTING, you state that "Bricker stirs little hope among uhf industry." Further the story stated "Senator Bricker's move into the tv picture caused a pall of gloom to descend on uhf operators who had been banking heavily on succor from the Potter Committee."

Our letter as representatives of the Uhf Coordinating Committee did not report to the stations that little hope existed because of the Senator Bricker action. Quite to the contrary, our letter stated that no hope could be expected until the Senator Bricker investigation. Furthermore, our letter to uhf stations said that no hope existed as a result of the Senator Potter Committee taking no action except to consider an ad hoc study committee. This study committee could not be expected to make early or beneficial suggestions for the solution of the uhf problem in our opinion because they would be unfamiliar with the practices of the television industry. . . .

Fred Weber, Vice Chairman,
Uhf Coordinating Committee
WFPG Atlantic City, N. J.

Reservations About Reservations

EDITOR:

I find the article on educational tv in the July 26 issue very informative. It only convinces me further that the reserved channels are a waste of valuable tv space.

Speaking as a viewer, it seems unfair to me that we should be denied additional service. For example, in the New Orleans area where we must depend for vhf service (too far for uhf), there is now one station operating on ch. 6. Three companies are trying for the other vhf ch. 4. The FCC saw fit to reserve ch. 8 for educational purposes. As I see it now, it will be a long time before we can watch anything other than a single station.

It is my opinion that the commercial stations can and will supply plenty of time for educational programs. Among three vhf stations more time would be available than the educational-only tv station could afford to operate. . . .

We are thankful for our single station and watch it constantly. We are a daytime station therefore can see tv at night.

Archie Rushing Jr., Prog. Dir.
WRJW Picayune, Miss.

Reason Why

EDITOR:

. . . We appreciate very much the really fine support that BROADCASTING • TELECASTING has given us, and I am sure it is one of the reasons why broadcasters and advertisers throw so much support into the various Council campaigns.

Maxwell Fox
The Advertising Council
New York

Far-Flung Signals

EDITOR:

Let us join the "long-distance contenders" with this 1,417 mile freak signal pickup in Havana, Cuba. Attached picture was forwarded with a letter from Mr. T. E. Cody—excerpt as follows:

"The picture I am enclosing was taken at 9:30 a.m. on June 15, 1954. . . . I live on a

farm 20 miles southwest of Havana, Cuba, and I have only the tv equipment necessary to receive the stations in Havana, a two element lazy X antenna and a 17-inch tv receiver. . . ."

Kenneth H. Boehmer,
Sls. Prom. Mgr.,
WJBK-AM-TV Detroit

EDITOR:

Not to be outdone by Louisville's WAVE-TV —which reported in last week's [Aug. 2] OPEN MIKE several locations from which they've received long distance signal reports—WCIA (TV), ch. 3, has received several dozen reports of clear reception in many distant points —one 1,800 miles away, and others more that 1,000 miles distant. These include Havana, Cuba; Billings and Great Falls, Mont.; Phoenix, Ariz.; Miami, Tampa and other Florida cities; Saskatchewan, New Brunswick and Quebec, Canada; numerous cities in Maine, New York, Rhode Island, Connecticut, Massachusetts and Texas.

Bill Moore, Publicity,
WCIA (TV) Champaign, Ill.

Man in the Iron Mask . . . .

. . 1954-style — and for quite a different reason! The mask of the welder is a common sight up and down the prosperous countryside of our busy Ohio River Valley. His is only one of the many skills in constant demand, at premium wages, by hundreds of plants — large and little — that thrive in this industrial nerve center of America.

It's a big area, as befits big productivity, big payrolls, and ever bigger potentials . . contained within the boundaries of 116 counties spread across five states. Here are made goods as small as a grommet, as immense as super bridge girders — sought eagerly (and paid for handsomely) by consumers around the world.

Small wonder that welders in iron masks . . experts at turret lathes . . deft workers on assembly lines . . men and women with high specialization they can bring to a diversity of jobs . . all have helped this bustling region amass a total buying power last year that just missed *four billion sales-available dollars.*

A lot of it went into retail buying during 1953; this year may see even more. But this year (as last year), WSAZ-TV is still the *only* single medium of communication that penetrates all 116 counties where these dollars are being spent. More than ever, as the favorite television station in the industrial heart of America, WSAZ-TV helps mold the buying habits of more than a million regular viewers. It can speak with equally mighty persuasion on your behalf — if *you* will only speak to The Katz Agency today.

Welding skill is only one of many abilities needed in the versatile activities of West Virginia Steel Corporation, fabricators and distributors of metal products at Charleston, W. Va. Founded 20 years ago with only five employees, the company has developed swiftly into one of the city's major business enterprises.

WSAZ

OHIO
WEST VIRGINIA
KENTUCKY

T E L E V I S I O N

Huntington-Charleston, West Virginia

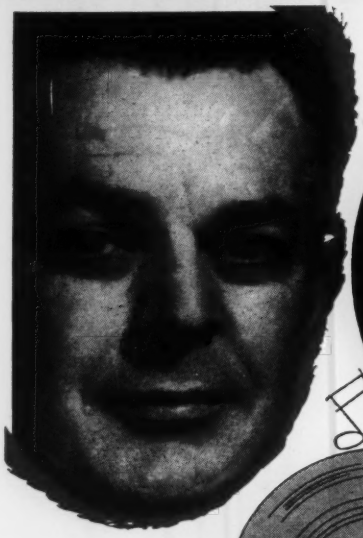
Channel 3 — 100,000 watts ERP

NBC BASIC NETWORK-affiliated ABC and Du Mont

Also affiliated with Radio Stations WSAZ, Huntington, and WGKV, Charleston

Lawrence H. Rogers, Vice President & General Manager, WSAZ, Inc.

Represented nationally by The Katz Agency



ONE OF THE NATION'S TOP* TEN!

AND KOMA's GOT HIM!

EDDIE COONTZ

BACK HOME AFTER 5 SENSATIONAL WEST COAST YEARS

BEYOND COMPARE ON THE OKLAHOMA AIR!

STARS ON 2 GREAT KOMA SHOWS

Former idol of Oklahoma radio fans, "disk jockey" Eddie Coontz returns to KOMA following a brilliant 5-year record in California. . . . Eddie's morning show for home-makers and afternoon show for the younger set are sure to be sellouts. But right now you can buy . . . and your participating spots will hit the big KOMA area with all the impact this entertainer-salesman extraordinary can put behind them. Better wire or phone!

*as rated by Billboard

KOMA

50,000 WATTS • CBS RADIO

EDGAR T. BELL
Executive Vice President

OKLAHOMA CITY

GENE RIESEN
Sales Manager

REPRESENTED BY AVERY-KNODEL, INC.

MILESTONES

► BRUCE BARTON, chairman of the board of BBDO, and ALEX OSBORN, vice chairman, the only original partners still active in the agency, celebrated the 35th anniversary of their association Aug. 1.

► WALTER HAASE, general manager, and ELEANOR NICKERSON, head of bookkeeping dept., WDRC-AM-FM Hartford, Conn., are observing their 30th and 18th anniversaries with the station, respectively.

► VIRGINIA COLLINS, KFMO Flat River, Mo., has marked the beginning of her 30th year in the radio industry. Civic clubs there proclaimed Aug. 2 as "Virginia Collins Day."

► JACK LATHAM, newscaster, NBC Radio Hollywood *Richfield Reporter* and *11 O'clock News*, on KNBH (TV) same city, is in his 18th year as radio-tv newsman and his eighth year on the Richfield program.

► FETZER Broadcasting Co. (WKZO-TV Kalamazoo, Mich.) honored 15 employes with presentation of diamond pins on their entrance into the station's Ten Year Club. "Mac" McFarland and Dick Stoher received pins from John E. Fetzer, president of Fetzer Broadcasting Co.

► BILL TAYLOR celebrates his 10th anniversary on WOR New York Aug. 15. His *Sunrise Serenade*, broadcast each Saturday at 5:30-6 a.m. and Sunday at 5:30-8 a.m., starts its 11th year Aug. 21.

► WHLI Hempstead, N. Y., has observed its seventh anniversary.

► WBTV (TV) Charlotte, N. C., has celebrated its fifth birthday.

► WJAR-TV Providence has observed its fifth birthday.

► FRANK HALL has marked his third anniversary as the RCA Victor television newsreel reporter on WFIL-TV Philadelphia.

► LYDIA DE GARAY has observed the 1,000th broadcast of her *Home Sweet Home* program over KCOR San Antonio, Tex.

L. R. RAWLINS (r), general manager, KDKA Pittsburgh, presents Ida Kohlhaas (c), station accounting department, and Evelyn Gardiner, director of the *KDKA Home Forum*, with 30- and 25-year service pins, respectively.

SATURATION

ON POWERHOUSE Radio WOW is a terrific buy!

HERE'S WHAT YOU GET!

Time	Sets-In-Use	Rating	Share of Total Audience
Monday			
7:00 AM	29.6	12.2	41%
8:00 AM	33.6	9.4	28%
9:00 AM	30.8	8.0	26%
10:00 AM	28.6	7.9	28%
11:00 AM	29.1	7.1	24%
1:00 PM	29.0	9.8	34%
3:00 PM	23.3	9.2	40%
6:00 PM	20.5	7.7	38%
7:00 PM	30.7	10.9	36%
9:00 PM	25.7	10.8	42%
(10) Average	28.1	9.3	34%
Tuesday			
6:30 AM	16.7	7.9	47%
8:30 AM	33.2	8.8	27%
10:30 AM	29.2	7.5	26%
11:30 AM	27.3	7.3	27%
2:30 PM	26.2	8.6	33%
4:00 PM	23.5	8.6	37%
5:30 PM	24.9	9.3	37%
7:30 PM	32.1	12.0	37%
9:30 PM	23.6	9.4	40%
10:00 PM	21.8	9.5	42%
(10) Average	25.9	8.9	35%
Wednesday			
7:45 AM	30.7	10.2	33%
9:45 AM	31.0	7.9	25%
10:45 AM	28.3	7.2	25%
11:45 AM	28.1	7.6	27%
1:45 PM	27.7	8.6	31%
3:45 PM	23.6	8.7	37%
4:45 PM	23.6	7.9	33%
6:45 PM	28.6	10.8	38%
8:45 PM	27.8	10.8	39%
10:30 PM	15.6	7.6	48%
(10) Average	26.5	8.7	34%
Thursday			
7:15 AM	32.5	12.6	39%
9:15 AM	30.5	7.5	25%
10:30 AM	29.2	7.5	26%
11:30 AM	27.3	7.3	27%
12:30 PM	33.1	11.5	35%
3:30 PM	23.5	8.8	37%
5:00 PM	20.5	7.7	38%
7:15 PM	30.7	10.5	34%
8:15 PM	30.0	12.1	40%
9:45 PM	21.9	8.4	38%
(10) Average	27.9	9.4	34%
Friday			
6:15 AM	14.3	7.1	50%
9:00 AM	30.8	8.0	26%
10:15 AM	27.5	7.4	27%
11:15 AM	27.1	7.0	26%
1:15 PM	29.2	9.0	31%
3:00 PM	23.3	9.2	40%
4:15 PM	23.6	8.5	36%
7:15 PM	30.7	10.5	34%
8:45 PM	27.8	10.8	39%
9:45 PM	21.9	8.4	38%
(10) Average	28.6	8.6	35%
Saturday			
8:15 AM	31.0	7.8	25%
9:30 AM	26.3	7.0	27%
10:15 AM	23.8	6.8	28%
11:00 AM	20.3	5.3	26%
11:45 AM	23.0	5.0	22%
(5) Average	24.9	6.4	26%

LARGEST AUDIENCE LOWEST COST!

Compare the Ratings:

Total spots 55
Sets-In-Use (Average per spot) 29.4%

RATINGS:

WOW—Area Rating (Average per spot) 9.3
Station "B" (Same times) 5.1
Station "C" (37 Daytime, same times) 3.0

Share of Total Audience:

WOW—(Average 55 spots) 36%
Station "B"—(Average 55 spots, same time) 18.5%
Station "C" (37 Daytime, same spots) 11.0%

Comparative End-Rates:

	8-Sec	Cbs	Minutes
WOW	$6.50	$18.00	$22.00
"B" Station	7.00	14.00	14.00
"C" Station	5.68	11.35	11.35

Compare the Costs:

Cost-Per 1000 In-Home Families:

Base	S.A.M.-Day	Base B-Day	Base C-Day
WOW	389,809	425,390	.....
"B" Station	293,125	321,520	.....
"C" Station	147,410	201,210	.....
8-Sec:			
WOW	18c	16c	14c
"B" Station	47c	43c	...
"C" Station	1.28	94c	...
Chainbreaks:			
WOW	49c	45c	39c
"B" Station	94c	85c	...
"C" Station	2.56	1.88	...
Minutes:			
WOW	60c	56c	47c
"B" Station	94c	85c	...
"C" Station	2.56	1.88	...

Sources:

Sets in use, ratings, shares are from the Pulse of the WOW Area, March, 1954.

Rates are from the March, 1954 Standard Rate & Data, or (for shorties) quoted by Station Managers, 3/28/54.

C-P-M computed using total weekly base (as indicated) times WOW Pulse Area rating divided into rate.

REGIONAL RADIO WOW

OMAHA, NEBRASKA

Bill Wiseman, Sales Manager

NBC Aff. • 590 KC • 5000 WATTS

JOHN BLAIR & CO., REP.

A MEREDITH STATION • *Affiliated with Better Homes and Gardens and Successful Farming Magazines*

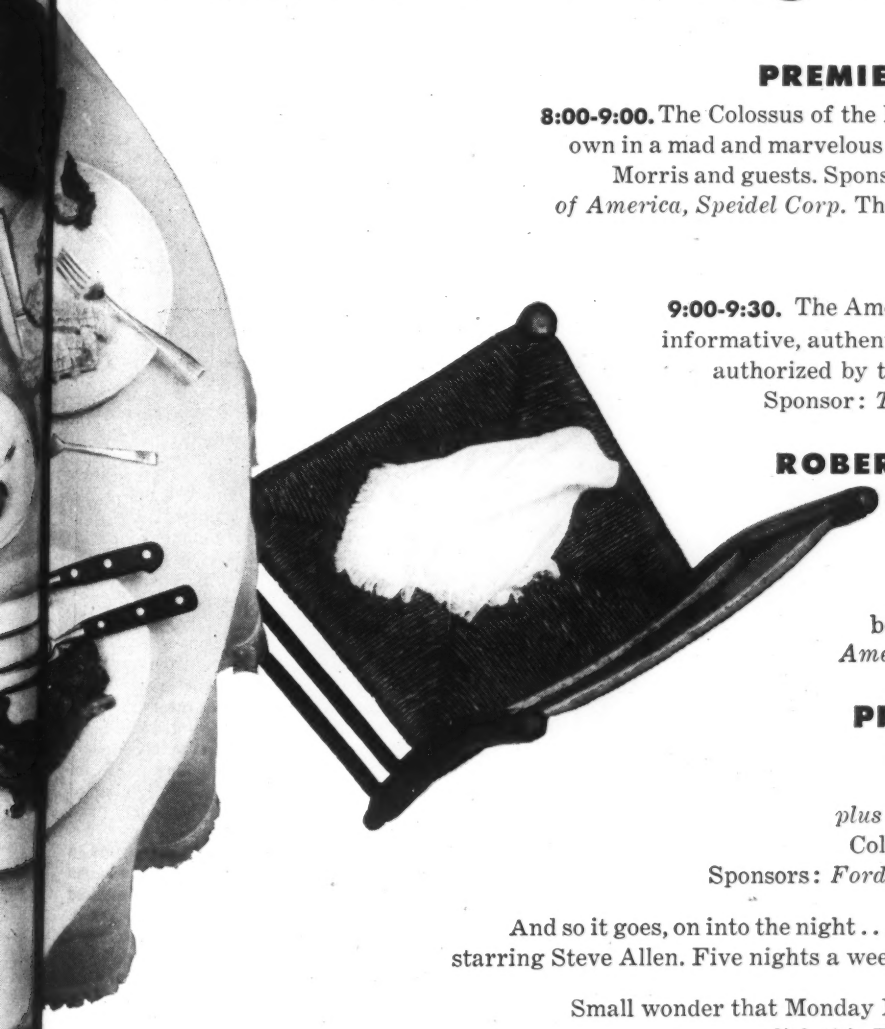
Picture of America enjoying it

Far be it from NBC to tempt the citizenry to desert its dinner. But the truth is . . . the great new NBC-TV Monday night lineup is about to become America's favorite dish. It's so alluring . . . folks are apt to scurry from table to television half-fed!

MONDAY . . . GREAT DAY IN THE EVENING!

Starting with the popular Tony Martin Show at **7:30** *(The Gillette Co.; The Toni Co. Division)* . . . the high-rated Camel News Caravan with John Cameron Swayze at **7:45** *(R. J. Reynolds Tobacco Co.)* . . . and then . . .

its favorite Monday night dish



PREMIERE! THE SID CAESAR SHOW

8:00-9:00. The Colossus of the history-making "Show of Shows," now on his own in a mad and marvelous program complete with Carl Reiner, Howard Morris and guests. Sponsors: *American Chicle Co., Radio Corporation of America, Speidel Corp.* Three Mondays a month. Begins September 27.

PREMIERE! MEDIC

9:00-9:30. The American Medical Association calls it "dramatic, informative, authentic." A taut, moving series of medical stories, authorized by the Los Angeles County Medical Association. Sponsor: *The Dow Chemical Co.* Begins September 13.

ROBERT MONTGOMERY PRESENTS

9:30-10:30. Now in its fifth great year. The first July Nielsen Report shows it as the sixth highest-rated show in all television. Averaged a 31.7 Nielsen between September '53 and May '54. Sponsors: *American Tobacco Co.* and *S. C. Johnson & Son.*

PREMIERE! LELAND HAYWARD PRESENTS

8:00-9:30 . . . every fourth Monday, beginning October 18. The *ne plus ultra* in Entertainment. Live super-shows in Color, with the *great* Greats of show business! Sponsors: *Ford Motor Co.; Radio Corporation of America.*

And so it goes, on into the night . . . into **"TONIGHT,"** the new NBC variety show starring Steve Allen. Five nights a week (11:30 PM-1 AM*). Begins September 27.

Small wonder that Monday Night on NBC-TV will be America's favorite dish this Fall! And the same thing goes for every night.

ADVERTISERS: Obviously the best place to sell your product, is where the viewers come and *stay*. NBC-TV.

NBC TELEVISION

a service of the Radio Corporation of America

**11 PM-12 Midnight C.S.T.*
All times are New York Time.

wchs

5000
on
580

the tierney
company

charleston
west virginia

cbs

our respects

to JACK GROSS and PHIL KRASNE

KNOWN as the Bobbsey twins of the tv film industry, to separate the working combination of Jack Jerome Gross and Philip Ned Krasne is almost impossible.

Technically, Mr. Gross functions as president of Gross-Krasne Inc. and board chairman of United Television Programs Inc., Hollywood. Mr. Krasne serves as executive vice president of Gross-Krasne and president of UTP. Together they hold a long term lease on California Studios, which, in addition to serving as headquarters for their production and distribution activities, accommodates such firms as Ziv Television Programs.

Friends for many years, Messrs. Gross and Krasne decided to cast lots together in 1951 and enter tv film production. No stranger to the medium, Mr. Krasne, in association with Frederic W. Ziv, had produced the *Cisco Kid* motion picture series. In late 1949 he filmed that series for tv consumption, later selling his interest in the property and 39 half-hour completed color films to Ziv Tv.

His partnership with Mr. Gross, who during the preceding year had produced "Little Egypt" and "Mark of the Renegade" for Universal Pictures (now Universal-International), was just getting organized when Lever Bros. decided to put *Big Town* on film. In December 1951 Gross-Krasne shot the first one, and Lever contracted for 26 films to start on CBS-TV in April 1952.

Now, 91 films later, Gross-Krasne has started a new group of 39, budgeted at $1,500,000, featuring Mark Stevens as Steve Wilson in the revised format. When the series moves to NBC-TV this fall, Lever will alternate with another sponsor, as yet un-announced.

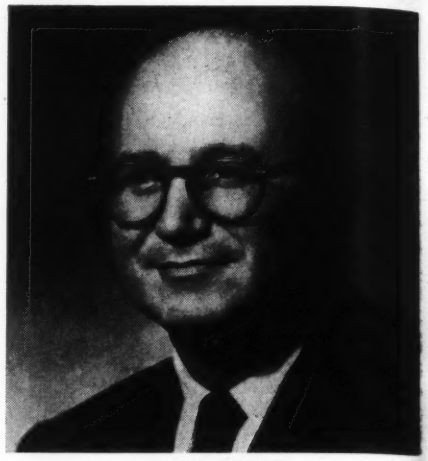
Last year the producers completed *Your Gospel Singer* series of 13 quarter-hour films, four half-hour films for CBS-TV *Lux Video Theatre* and handled physical production of three half-hour films based on John Steinbeck stories for CBS-TV's *Omnibus*. The last seven films are now included in the *Curtain Call* package.

In a partnership deal, similar to those engineered by major motion picture studios with talent, Gross-Krasne and Louis Hayward last year started the first group of 39 half-hour *Lone Wolf* programs. At same time they now have *Mayor of the Town* before the camera. The latter, in conjunction with Rawlins-Grant, stars Thomas Mitchell, with the William Morris Agency handling national sales and UTP, regional sales.

Upcoming is an O. Henry anthology series. They plan to complete three films this summer and use them to determine the advisability of syndication or national sale. A minimum of 39 programs is contemplated.

When Jack Gross and Phil Krasne bought out their partners in UTP in August 1953, they emphasized that UTP was not in business to distribute Gross-Krasne products only. That they meant what they said is demonstrated by the UTP catalogue, featuring *Waterfront, Rocky Jones, Space Ranger, Double Play, Royal Playhouse, Counterpoint, Hollywood Offbeat,* the upcoming *Where Were You* and other packages.

Mr. Gross was born July 29, 1902, in New York City. Moving to St. Joseph, Mo., in 1910 he showed early an interest in the entertainment field. During the next 10 years he



JACK GROSS

PHIL KRASNE

was cashier in a vaudeville house, percussionist, student at St. Joseph's Junior College and a motion picture operator.

He later worked in cities throughout the midwest as theatre manager with the RKO chain. He was transferred to San Francisco in 1928 and became western division manager of RKO Theatres in 1935.

His next step was to join Universal as producer from 1938 to 1943. Shifting to RKO as assistant to the vice president in charge of production, he left in 1950 to return to Universal.

Included in his motion picture credits are "My Little Chickadee," "Bank Dick," "Never Give a Sucker an Even Break," "Enchanted Cottage," "Rachel and the Stranger" and others.

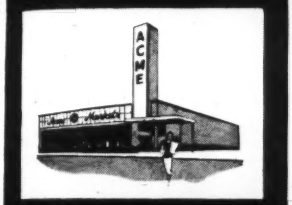
Mr. Krasne, who was born May 6, 1905 in Norfolk, Neb., spent his childhood in Omaha and Council Bluffs, Iowa. In 1923 he entered the U. of Michigan and received his L.L.B. four years later. Following graduation from the U. of Southern California Law School in 1929, he specialized in motion picture problems.

In 1936 he entered independent motion picture production with the "Charlie Chan" series starring Sidney Toler and "The Falcon" group, followed by "Cisco Kid."

Jack, Hilda and 13-year-old Linda Gross live "within spitting distance of California Studios" in Hollywood. With little time for hobbies, Mr. Gross reveals an interest in horses, "though not to ride."

Phil, Bernice and 10-year-old Jimmy Krasne live in Beverly Hills. While Mr. Krasne claims he rides horses, Mr. Gross says, "Phil's hobby is building new offices at California Studios."

The Acme Story and WATV



The American Stores Company, one of the largest food chains in the nation, operate the Acme Super Markets—with 132 outlets in northern New Jersey and Staten Island.

13

FOUR YEARS AGO Acme started on WATV sponsoring "Junior Frolics," with "Uncle" Fred Coyles—one half hour, once a week.

13

TWELVE WEEKS AGO Acme added the Look Photoquiz, with Paul Brenner—five quarter hours per week.

13

This 150% increase in time and 500% increase in frequency, by a sponsor in the highly competitive food chain field, indicates a satisfied WATV client.

13

Do YOU have a sales problem?

channel 13 watv

covering metropolitan new york-new jersey

TELEVISION CENTER, NEWARK 1, NEW JERSEY

REPRESENTED BY WEED TELEVISION CORP.

We ain't got no fifth amendment listeners in Central Ohio. They listen to WBNS and they'll tell any pollster who calls up and asks 'em. When PULSE interrogates this area's listeners they get answers which add up: WBNS has more listeners than all other local stations combined; WBNS has the TOP 20 PULSE-rated programs heard in Central Ohio.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

JOHN MITCHELL

on all accounts

JOHN MITCHELL, vice president in charge of sales of Screen Gems, New York, literally swept his way into the radio business.

As a young graduate in the shipping room at the Erwin Wasey agency in New York he was assigned as janitor for two weeks while the regular man was on vacation. The hours were 4 a.m. to noon and the pay was $13 a week. When the vacationing professional returned, young Mitchell was rewarded with his choice of departments in the agency. He chose radio where the hours were more regular and his pay was $3 more per week.

In the next two years he managed to work in all phases of the radio department and by 1941 was ready to move to Mutual as sales service manager, functioning there as a liaison between the sales department, the agencies and the stations, heading a 10-man department. A year and a half later he was named an account executive at the network. He remained with Mutual until 1943 when he was commissioned an ensign in the U. S. Navy. For the next two years he was aboard LSTs with amphibious forces attached to the Fifth Fleet in the Pacific. He was released as a lieutenant commander in 1945 and still maintains his commission.

After the war he returned to Mutual for six months. Then he, together with four partners, began construction of radio station WVET Rochester, N. Y.

Mr. Mitchell had been running the station for two years in 1948 when, anticipating the importance of television, he returned to New York to join United Artists as director of television. For four years he headed this department, supervising the distribution of filmed programs for television.

On Dec. 1, 1952, he received an offer from Ralph M. Cohn, vice president and general manager of Screen Gems Inc., to head that organization's sales department. Mr. Mitchell accepted. He has been with the firm ever since.

John Mitchell was born in New York City on April 27, 1918. Later his family moved to Rochester where he got his first taste of selling. By the time he was 12 he and his brother Ralph had developed a lucrative Christmas tree and wreath business.

At the U. of Michigan, he served as advertising and business manager of *The Michigan Daily* and worked on the school radio station. He graduated with a B.A. degree in economics.

He is married to the former Cecile Hober. They have one child, Joan, 6. Hobbies: tennis, golf, swimming, horseback riding.

A NEW VHF

ON THE AIR SEPTEMBER 18, 1954

WLOS-TV

CHANNEL 13 • Asheville, N.C.

HIGHEST ANTENNA IN THE SOUTH
6089 FEET ABOVE SEA LEVEL

Serving 198,830 TV Families* in an area of 2,058,000 people**

Covering Four Rich Piedmont States

with

Effective Buying Income of

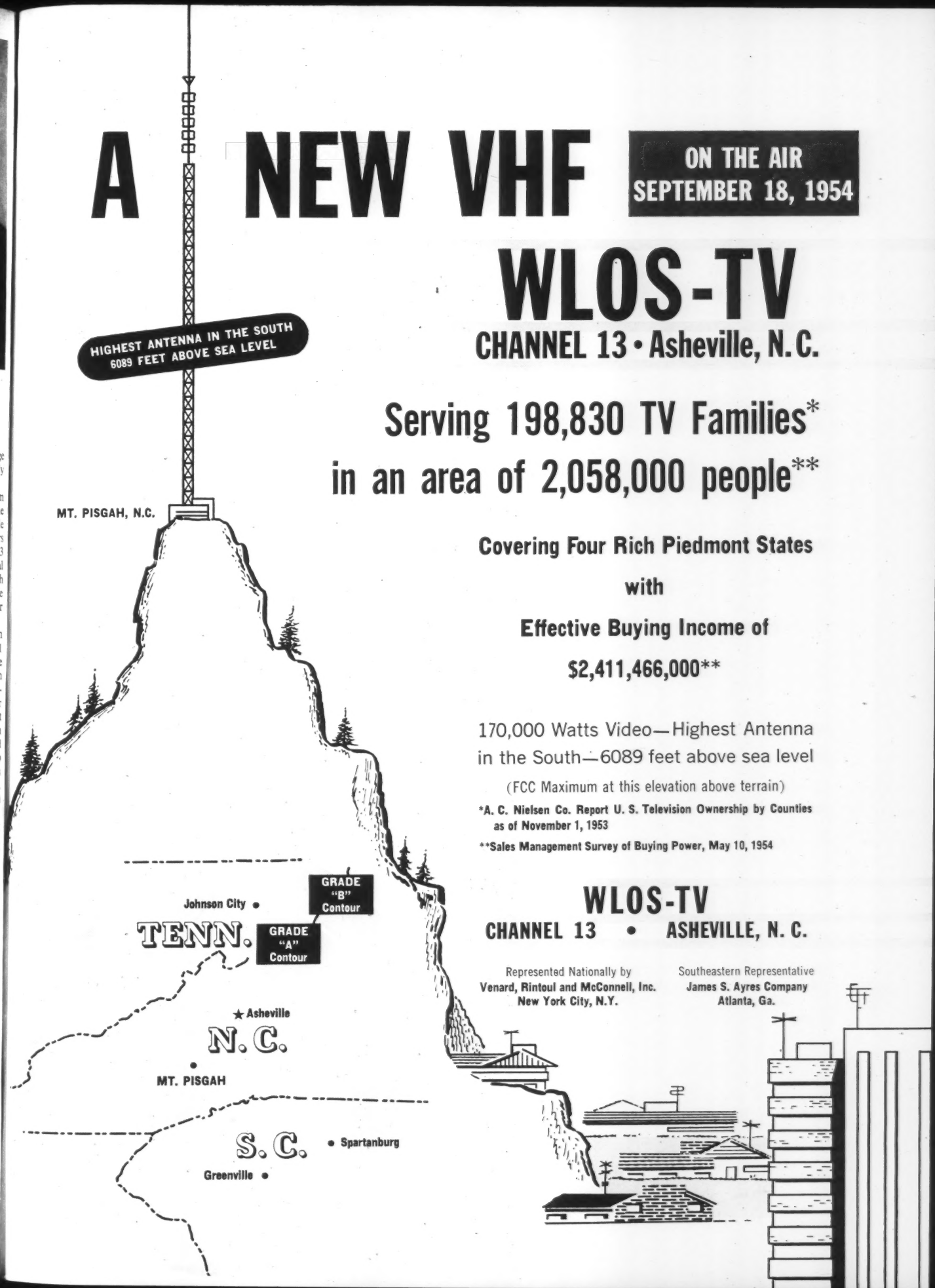
$2,411,466,000**

170,000 Watts Video—Highest Antenna in the South—6089 feet above sea level

(FCC Maximum at this elevation above terrain)

*A. C. Nielsen Co. Report U. S. Television Ownership by Counties as of November 1, 1953

**Sales Management Survey of Buying Power, May 10, 1954



WLOS-TV

CHANNEL 13 • ASHEVILLE, N. C.

Represented Nationally by
Venard, Rintoul and McConnell, Inc.
New York City, N.Y.

Southeastern Representative
James S. Ayres Company
Atlanta, Ga.

EVERYBODY LOVES
Sponsors, Stations, Agencies... They're all rush
ANN BAKER stars as "Corliss"
BOBBY ELLIS as "Dexter"
JEEPERS! EVERYBODY LOVES FAMILY SITUATION COMEDY... TV'S MIGHTIEST SELLING FORCE! WHEN FAMILIES SEE THEMSELVES AS THE ARCHERS (THAT'S US) YOU'VE GOT THEM BY THE EMOTIONS! JUST LOOK AT A FEW OF THE MANY BUSINESSES WE'RE SELLING FOR! HURRY! LET US ADD YOUR NAME, JUST WRITE, WIRE OR PHONE!
STORES
SEARS ROEBUCK in Houston
SAFEWAY STORES in Washington, D. C.
HILL GROCERY STORES in Birmingham
COFFEE
OLD JUDGE COFFEE in St. Louis
DAIRIES
SEALTEST DAIRIES, Inc. in Pittsburgh, Altoona and Erie, Penn.
ABBOTT DAIRY in Philadelphia

ESCORLISS!

rush date America's Favorite Family!

CANDY

BROWN & HALEY CANDIES in Pacific Coast Markets

BREAD

HOLSUM BREAD in Salt Lake City

OIL

LION OIL COMPANY In Tennessee, Arkansas, Louisiana, Mississippi, Texas

COSMETICS

SWEETHEART SOAP in Boston (Cosmetic Division)

UTILITIES

ROLINA LIGHT & POWER North and South Carolina
ARIZONA PUBLIC SERVICE in Phoenix
VALLEY ELECTRIC in San Luis Obispo, California

's FUN-KISSED FAMILY SITUATION COMEDY...

"MEET CORLISS ARCHER"

5 SPONSOR IDENTIFICATIONS INCLUDING 3 FULL LENGTH COMMERCIALS IN EVERY HALF-HOUR!

Based on Characters Created by F. Hugh Herbert

TV's NEW, BIG-HIT SHOW

With a Big PAY-OFF For Sponsors!

MARY BRIAN as "Mrs. Archer"
JOHN ELDREDGE as "Mr. Archer"

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

EVERY DAY IS PAYDAY

IN THE HEART OF INDUSTRIAL AMERICA

EVERY DAY OF THE WEEK . . . EVERY WEEK OF THE MONTH . . . EVERY MONTH OF THE YEAR . . . PAY ENVELOPES are handed out to workers in the Heart of Industrial America! This was revealed in a recent survey of 133 manufacturing plants and business houses in the WWVA area . . . firms which employ many, many thousands of WWVA listeners.

Here's An Audience With Ready Cash to Spend the Moment They Hear Your Sales Message on WWVA

These are the men and women who keep the wheels humming in the Heart of Industrial America . . . in the Steel Mills . . . Chemical Plants . . . Glass Factories . . . Coal Mines . . . Potteries . . . Tobacco Plants . . . and the many other diversified industries for which this area—served by WWVA—is famous.

SELL THEM! TELL THEM!
WITH ONE STATION, ONE COST, ONE BILLING

50,000 WATTS
CBS RADIO
• 1170 •

WWVA

WHEELING, WEST VA.

A STORER STATION

NATIONAL SALES HEADQUARTERS:
Tom Harker, 118 East 57th St., New York 22, N. Y.

JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

August 16, 1954 Vol. 47, No. 7

POWER STATIONS ORGANIZE TO SELL NIGHT RADIO SHOWS

Two years in the planning, a Quality Radio Group will be formally set up in Chicago the end of this month. It will produce night radio shows, sell them with its own sales organization. Its formation is bound to steal the thunder from two other meetings of NBC-TV and CBS Radio affiliates also scheduled for Chicago at the same time.

THE QUALITY GROUP

AFTER two years of quiet planning, a group of the country's foremost radio stations proposes to inaugurate this fall a cooperative tape-recorded programming project available to national advertisers for nighttime sponsorship [CLOSED CIRCUIT, May 24, B•T May 31].

Avowedly designed to re-sell national nighttime radio in the light of sagging network schedules, the project tentatively has been labeled "Quality Radio Group," studiously avoiding the "network" connotation. The target starting date is Labor Day and one half-hour segment reportedly already has been sold.

The project is headed by John H. DeWitt, Jr., WSM Nashville, temporary chairman, and William Wagner, WHO Des Moines, as acting secretary-treasurer. Ward L. Quaal, vice president and assistant general manager of Crosley Broadcasting, is handling legal and financial aspects. To formalize the plan, a meeting will be held in Chicago either just before or immediately following the NBC Tv Affiliates meeting scheduled at the Drake Hotel Aug. 31-Sept. 1.

The Group will have a maximum line-up of 36 stations, it was learned, and it is hoped to have two dozen of them in the fold by the time service begins. Already reported as definitely aligned are:

WSB Atlanta, WGN Chicago, WLW Cincinnati, WFAA-WBAP Dallas-Fort Worth (sharing 820 kc), WHO Des Moines, KFI Los Angeles, WSM Nashville and WOAI San Antonio—all Class 1-A clear channel stations; WBT Charlotte and WOR New York, Class 1-B clears; and KPRC Houston and WOW Omaha, regionals.

Others numbered among those tentatively committed include a half-dozen 1-A clears throughout the country, a dozen 1-B's (all with 50 kw) and a number of regional outlets in major markets. All of them are affiliated with existing networks.

The programs to be offered are the top-rated features of the cooperating stations. In addition to the half-hour "definitely" sold, it was reported that several others are on the verge of being signed.

The Group will function on a cooperative basis. The time costs will be the sum of the established rate-cards of the stations used.

To launch the project, cooperating stations will pay initial dues amounting to 20 times their highest prevailing daytime hourly rate. Thus, a station having a $300 rate would contribute $6,000. A reserve of 5% of the return on time sales would be retained to maintain a New York sales office and defray traffic overhead.

Originally, the project was to have been called "Quality Stations Network," but that name was dropped because the group will not option time or function along network lines. Thought was given to "Quality Stations Assn.," but that has a trade group connotation. The name "Quality Radio Group" consequently was tentatively selected, but will be subject to ratification by the stations at the upcoming Chicago meeting.

The Group hopes that its activity will stimulate spot buying generally. Moreover, it will tend to remove these larger stations from local competitive selling, leaving local advertisers largely to local stations. It is pointed out that this was the situation before nighttime network radio began bogging down. Since that time, however, many big stations have solicited local business and adjusted their rates competitively.

Corporate papers for the Group now are being drafted by the law firm of Lane & Waterman, of Davenport, Iowa. Basic station agreements also are being drawn by the firm.

The New York office to be established will function only for the Group. Existing relations of individual station members with their national representatives are not disturbed, it was explained.

The project got its initial incentive, according to a spokesman, because it was felt that radio networks were not effectively selling nighttime radio. Moreover, it has been ascertained that many of the programs produced by the member stations are salable nationally. Through the use of high quality tape, line charges become no factor. The station lineup is being fashioned, it was stated, so as to provide the national advertiser with the lowest cost per thousand available in nighttime radio.

BLUE-CHIP LINEUP

Here are the 13 powerful stations already aligned in the Quality Radio Group:

50 kw 1-A Clears

WSB Atlanta, WGN Chicago, WLW Cincinnati, WFAA-WBAP Dallas-Fort Worth (sharing 820 kc), WHO Des Moines, KFI Los Angeles, WSM Nashville, WOAI San Antonio.

50 kw 1-B Clears

WBT Charlotte, WOR New York

5 kw Regionals

KPRC Houston, WOW Omaha

THE NETWORK MEETINGS

PLANS were being finalized last week for meetings of the affiliates of NBC-TV and CBS Radio, slated for Chicago during a three-day period starting Aug. 31.

• NBC-TV affiliates will confer with officials of that network, headed by Brig. Gen. David Sarnoff, board chairman of RCA and NBC, at the Drake Hotel on Aug. 31 and Sept. 1 in what key affiliates describe as a "seasonal" get-together not expected to produce fireworks.

• CBS Radio affiliates will meet with executives of their network, led by CBS President Frank Stanton, at the Edgewater Beach Hotel on Sept. 1-2 for sessions which both Affiliates Advisory Board Chairman Kenyon Brown, KWFT Wichita Falls, and CBS Radio President Adrian Murphy characterized as "a unique gesture of good will" designed for "both pleasure and profit" [B•T, Aug. 9].

The NBC-TV sessions are expected to canvass plans for fall programming, selling, promotion, and related subjects, and amicability is expected to prevail, according to key leaders of the affiliate body.

If any heat is generated, they said, it is apt to come from (1) what some affiliates regard as network forgetfulness of its pledge to introduce no new sales formats without prior consultation with affiliates, and (2) compensation to be paid to affiliates for carrying network color programs.

While the exact rates that the network will levy upon advertisers for broadcasting color programs cannot be determined until AT&T's color rates have been fixed, affiliates were said to feel it is none too soon to start talking about an increase in compensation for the stations when they carry NBC-TV color programs.

Network officials—and they declined to discuss plans for the Chicago meetings on the ground that it is the affiliates' session and network executives are only invited guests—were represented as having indicated no compensation boost will be forthcoming because of color.

Affiliates on the other hand maintained that they must install additional equipment to carry network color and that this expense should be

Key Quality Figures

These two broadcast veterans, along with William Wagner, WHO Des Moines, are spearheading the tape-recording programming project. At left, John H. DeWitt, WSM Nashville, temporary chairman of the Group. At right, Crosley Broadcasting's Ward L. Quaal, handling Quality legal and financial aspects. Mr. Wagner is acting secretary-treasurer of the Group.

offset by increased compensation. In any event, it was argued, if color tv packs all the wallop claimed for it, then color programs should be worth proportionately more to the advertiser, and both network and stations should benefit.

NBC-TV affiliates are headed by Walter J. Damm, of WTMJ-TV Milwaukee.

The CBS Radio session, although the agenda does not list it, is expected to include further discussion of the network's plan (already ratified by affiliates) to cut nighttime costs to "approximately premium day costs" and reduce station compensation by 20%. Effective date of these changes had not been disclosed, but network salesmen are discussing it with prospective sponsors, indicating the new structure will go into operation before the fall-winter season starts in October.

CBS Radio Agenda

Agenda for the meeting calls for CBS Radio officials to present plans for 1954-55 programming, sales, advertising and promotion, which will be the subjects of the entire opening session, starting at 2 p.m. Sept. 1. A banquet featuring entertainment by CBS Radio talent is scheduled that evening, followed by two separate sessions on the morning of Sept. 2, one for station owners and managers and dealing with management affairs, and one for promotion people.

Dr. Stanton, president of CBS Inc., will address the affiliates—in one of his first recent speeches devoted to radio—at a luncheon Sept. 2.

Both CBS Radio and NBC-TV expect to have top-level officials on hand for the respective meetings.

CBS Radio Delegation

From CBS Radio the following are slated to attend, along with CBS President Stanton and Richard Salant, vice president and general executive of CBS Inc.:

Adrian Murphy, president; J. Kelly Smith, administrative vice president; H. Leslie Atlass, vice president in charge of central division; Lester Gottlieb, vice president in charge of network programs; John Karol, vice president in charge of network sales; William A. Schudt Jr., vice president in charge of station relations.

George Bristol, director of sales promotion and advertising; Harper Carraine, director of research; George Crandall, director of press information; Edward DeGray, director of station relations; Louis Dorfsman, associate director of sales promotion and advertising; W. Dudley Faust, network sales manager; Harry Feeney, assistant to the director of press information; Norman Frank, supervisor of network programs; Sidney Garfield, director of exploitation; Richard Golden, director of sales presentations; E. E. Hall, sales service manager; Roger K. Huston, network sales manager in charge of western division; Tom Means, director, promotion service, CBS-owned radio stations; Ole Morby, western division manager, station relations; Frank Nesbitt, manager of sales development; Charles Oppenheim, administrative manager, sales promotion and advertising; Murry Salberg, manager of program promotion.

NBC-TV Representatives

The NBC delegation to the meeting of NBC-TV affiliates is slated to include, in addition to Gen. Sarnoff, the following:

Sylvester L. (Pat) Weaver Jr., president; Robert W. Sarnoff, executive vice president; George Frey, NBC-TV sales vice president; Thomas A. McAvity, vice president in charge of tv network programs; Joseph V. Heffernan, financial vice president; William H. Fineshriber Jr., vice president in charge of the radio network; Charles R. Denny, vice president in charge of owned stations and Spot Sales; Harry Bannister, station relations vice president, and other members of station relations department; John K. West, vice president in charge of Pacific division; Frank M. Russell, vice president, Washington; Emanuel Sacks and David Adams, staff vice presidents; John M. Clifford, administrative vice president; Robert Shelby, vice president and chief engineer; Sydney H. Eiges, vice president in charge of press.

Affiliates' Chiefs

These two broadcasters head station delegations which will meet with CBS Radio and NBC-TV in Chicago. At left, Walter Damm, WTMJ-TV Milwaukee, leader of NBC-TV affiliates. At right, Kenyon Brown, KWFT Wichita Falls, who is chairman of the CBS Radio Affiliates Advisory Board. Both network sessions are expected to be amicable, with no more than minor fireworks predicted in network or station quarters.

AFL DROPS EDWARDS IN POLICY DISPUTE

Commentator claims union attempted to impose censorship of his newscasts, on MBS.

THE AMOUNT of control a sponsor should exercise over a news commentator is at issue in a disagreement involving AFL and Frank Edwards, sponsored by the union on MBS for four and a half years up to Aug. 11.

AFL announced Thursday noon it had "terminated his services" in a dispute with Mr. Edwards over a union policy directive. He replied the union violated the sponsorship contract and tried to censor him. The union said it didn't want Mr. Edwards to broadcast when he was dissatisfied, adding the main problem was to get the commentator "to present news as news and opinions as opinions."

MR. EDWARDS

Mr. Edwards said he received a written memo Aug. 2 that "imposed" on him without his agreement "a strict censorship of my selection and use of news material," violating their contract. "I did not agree to submit to his (George Meany, AFL president) new terms," Mr. Edwards said.

Mr. Meany, on the other hand, said Mr. Edwards "felt he could no longer go along with a policy directive he had agreed to" because "he felt it infringed upon him." He added, "The same matter had been worked out with Frank Edwards two years previously, but since that time he had little by little departed from it and it was felt that it should be put in writing."

The union president denied the policy directive "entailed censorship."

"The main issue was over the separation of news and opinions," Mr. Meany emphasized.

Charge Contract Violation

Mr. Edwards said Mr. Meany's "unilateral alteration of my conditions of employment" was unacceptable because it violated contract terms "and in practice amounted to a directive to slant the news to fit his personal ambitions, animosities and prejudices. In my opinion, they were an affront to the intelligence of the millions of AFL members and other American citizens who listened to my broadcasts."

The commentator included copies of the exchange of memos, wires and statements, starting with the AFL Aug. 2 memo. This copy included these AFL policies:

Background information, which helps to illuminate the bare facts and cast them in their true light is permissible, but opinions should be clearly labeled as opinions and interpretation.

Whenever the established policies and views of the AFL are pertinent to an issue in the news, they should be brought to the attention of the listening public.

Efforts should be made to include occasional feature stories on activities of AFL affiliates occurring in the public interest.

Among a group of duties listed for the editor of the program were these:

To determine what news items must be covered in each program; to check the accuracy of the script; to check the opinions expressed to make certain they conform with the AFL policy; to exercise the usual final authority of an an editor over the entire script in line with the principles herein stated.

A memo from President Meany, dated Aug. 4, as made public by Mr. Edwards, follows:

"For your information, Charles Herrold has been serving as editor of the AFL radio news program with Frank Edwards as commentator. In order to assure orderly and efficient procedure and to avoid confusion and mistakes, it is hereby directed that all news and information you may wish to supply for broadcast on this news program shall be channeled through Mr. Herrold. Your full cooperation in this matter will be appreciated."

Mr. Edwards called the terms "totally unacceptable" in a letter to Mr. Meany, saying, "I cannot accept any conditions which would reduce me to a mere robot parroting the preconceived notions of a censor." He stated he was resigning at the end of the next 13-week cycle, offering to negotiate contract changes mutually agreeable.

Notice of dismissal was sent Aug. 11 by William F. Schnitzler, secretary-treasurer of AFL. It was effective immediately and notified Mr. Edwards he would get his regular pay through the 13-week cycle and in addition $2,602.32 under contract terms.

Harry Flannery, member of the AFL staff who has subbed for Mr. Edwards, was named to handle the broadcasts (MBS, 10-10:15 p.m.). Mr. Flannery has freelanced on ABC and CBS and formerly was a CBS European newsman.

Mr. Edwards said his lawyer (Roberts & McInnis) "is studying the legal aspects of the situation." He claimed the union refused to agree to a joint statement he could read over the air as an amicable explanation for the end of the 4½-year relationship.

Direct Mail Ads Increase

ESTIMATED dollar volume of direct mail advertising by American business during June was $100,500,882, a gain of 1.64% over June 1953, the Direct Mail Adv. Assn. reported last week.

Selling Stock by Radio

RADIO campaign to promote the services of Paine, Webber, Jackson & Curtis, members of the New York Stock Exchange, will be launched in four cities, starting Sept. 13. The company will present a six-times-a-week business-financial news show over WQXR New York, starting at 7:30 a.m., and a similar program over WBZ-WBZA Boston-Springfield and WWJ Detroit, starting at 5:55 p.m., which will be sponsored by PWJ&C on Monday, Wednesday and Friday. The company also has purchased three early-morning spot announcements per week on WMAQ Chicago, during which time dramatized commercials will be tested. Doremus & Co., New York, is placing the business.

EASTMAN TO DEBUT WITH COLOR VIDEO

NEGOTIATIONS were reported to be in the "completion stage" last week for sponsorship by Eastman Kodak Co., Rochester, of 39 episodes of a half-hour dramatic comedy series in color only, which will be produced for an estimated $1.5 million. Sponsorship will be on a network and spot basis, starting in January.

The series is titled *Norby* and will feature actor David Wayne. Mr. Wayne's Norby Productions is preparing the package, which will be filmed in 35mm Eastman color at the Fox Movietone studios in New York. It was reported that each film will be budgeted for $40,000, making a total of $1.5 million for the films alone.

The series will mark Eastman Kodak's entry into network television sponsorship, which a spokesman said last week "had been mulled over for many years." He pointed out that the transaction was expected to be completed shortly. Agency for Eastman Kodak is J. Walter Thompson Co., New York.

PALL MALL, TIDEWATER START NEWS SERIES

PALL MALL cigarettes will sponsor news commentator Doug Edwards over CBS Radio Wed., Thurs. and Fri. from 8:25-8:30 p.m. EDT. The show will be repeated for the West Coast at 8-8:05 Pacific time. Discussing plans for the show are (l to r) Alan C. Garratt, Pall Mall advertising manager; William M. Spire, Sullivan, Stauffer, Colwell & Bayles vice president and Pall Mall account supervisor, and Mr. Edwards.

WELCOME into the Tide Water Associated Oil Co. family is extended John Daly (c), ABC vice president and commentator whose *John Daly and The News* (ABC-TV, 7:15-7:30 p.m. EDT) is now sponsored on Wednesdays and Fridays in the East by that firm. At the initial telecast (l to r): Frank L. Frost, supervisor of advertising for Tide Water Associated's eastern division; Mr. Daly, and John McEvoy, account executive with Buchanan & Co.

SCHWEPPES DROPS 'GIN' REFERENCES

Firm eliminates quinine water commercial copy that stressed gin and tonic combination, but continues campaign by use of term 'beverages.'

SCHWEPPES Ltd. last week brought to an abrupt halt its transcribed commercials for "gin and tonic" which many observers felt came close to violating the broadcasting industry's self-imposed ban on hard liquor advertising.

"Effective immediately, please discontinue using any Schweppes announcements with the mention of the word gin," was the instruction sent by Hewitt, Ogilvy, Benson & Mather, New York agency for Schweppes, to the stations which had been carrying them.

This did not terminate the Schweppes campaign, however, as the stations were instructed to substitute other commercials on the records they had, commercials which do not refer to "gin" but merely to "beverages."

Only a handful of the 40 to 50 stations in about 20 major markets on the Schweppes list were affected by the change in commercials. The remainder of the outlets had refused from the start to broadcast the invitation to participate in a gin and tonic and had been broadcasting the non-alcoholic Schweppes messages right along.

The commercials withdrawn last week were delivered by Comdr. Edward Whitehead, president of Schweppes, both the London and New York companies. His rich, cultured, unmistakably English voice adds that note of foreign prestige to the company's radio advertising that the illustrations of foreign scenes and personages, including Comdr. Whitehead, contribute to the printed advertising. After introducing himself as "the man from Schweppes" who is in America "to make sure that every drop of Schweppes Quinine Water bottled in this country has the original bittersweet flavor that has long made it famous from London to Singapore," Comdr. Whitehead continues:

"Indeed, in every corner of the civilized world, Schweppes is known as the indispensable mixer for the authentic gin and tonic, a delightful drink which I am going to enjoy right now. Here goes the ice [sound of ice cubes clinking into a glass]. Now a jigger of gin [sound of liquid splashing over the ice] and now in goes the Schweppes [which fizzes as it is poured past the microphone]. That enticing sound is what we call Schweppervescence and it lasts the whole drink through. Ah, surely Schweppes gin and tonic is the coolest drink in the world . . ."

Curious as to the reason for the discontinuance of the gin and tonic commercials, B•T queried the agency and was told the notices had been sent on instructions from the client. The agency said it had heard of no complaints from the listening public and did not know the reason for the move.

At the New York headquarters of Schweppes, John Rhodes, vice president, who answered B•T's questions, said that the former commercials had been "stopped for certain reasons." Pressed to say what those reasons were, he said "I don't think I can." Then he added thoughtfully, "the government doesn't much like your doing it, anyway."

Five New York stations are carrying the Schweppes announcement campaign: WQXR, WMCA and WMGM have been broadcasting the gin and tonic texts, WABC and WNEW the non-alcoholic reference versions. Queries to the first three failed to reveal any sign of complaints from their listeners.

Another radio "gin and tonic" campaign, this one promoting the use of Rawlings English Quinine Water over WQXR New York, has elicited no complaints from any source, according to the agency, Mann-Ellis, New York, which reported plans to continue their commercials unchanged.

HELEN VER STANDIG, vice president and timebuyer, M. Belmont Ver Standig Inc., Washington, D. C., agency, signs on behalf of Embassy Dairy with WTTG (TV) there for what is believed to be the second largest tv spot contract by a local sponsor. Approving the agreement are WTTG's Jules Haber (l), account executive, and George Griesbauer, sales manager.

COACHING the six finalists for the Miss Rheingold 1955 title on the art of reading station breaks over WMGM New York are (l to r) Arthur Tolchin, WMGM sales manager; Peter M. Bardach, radio-tv timebuyer, Foote, Cone & Belding, and Raymond Katz, station program director. The finalists (l to r): Grace Brown, Susan Alexander, Nancy Woodruff, Jean Moorhead, Barbara Wilson and Stephanie Griffin.

Rheingold Beer Must Answer Court Action on Ads Today

ATTORNEYS for Rheingold Beer (Liebmann Breweries) have until today (Monday) to file an amended demurrer to Los Angeles Superior Court action brought by Beverly Hills attorney Max Gilford to force a change in the beer's advertising [B•T, Aug. 2].

Judge Arnold Praeger overruled the brewery answer, which stated Mr. Gilford did not have legal grounds for his complaint, and allowed Liebmann attorneys 10 days to file an amended pleading.

Meanwhile, Mr. Gilford, who filed the action in his own name on behalf of the "general public," withdrew his original request for a preliminary injunction to make Rheingold stop use of such supposedly misleading and inaccurate copy phrases as "largest selling beer in the East," and "the very same beer that is served in the East." However, his charges remain in the court records.

Should Judge Praeger again refuse the Rheingold demurrer today and Mr. Gilford reinstates his injunction request, the crowded court calendar makes it improbable that any hearing date can be set sooner than nine months to a year.

Pontiac to Sponsor Buttons Now Under Contract to NBC

PONTIAC MOTOR Division, General Motors Corp., Detroit, will sponsor *The Red Buttons Show* over NBC-TV three out of four Fridays, 8-8:30 p.m. EST, starting Oct. 1, it was announced last week by Thomas A. McAvity, NBC vice president in charge of television network programs. The agency for Pontiac is MacManus, John & Adams, New York.

Mr. McAvity said that Mr. Buttons has been signed to an exclusive contract with NBC, adding that the network is "delighted to have this talented comedian in the family of NBC stars." For the past two seasons, Mr. Buttons had starred in his own television show on CBS-TV.

Services Held for Holm

MEMORIAL services were held in New York last Thursday for Floyd R. Holm, 43, a vice president and associate director of radio and television of Compton Adv. Burial and funeral services for Mr. Holm, who died in New York Aug. 7, took place last Friday at Forest Lawn Cemetery, Glendale, Calif.

Mr. Holm joined Compton about 10 years ago as a radio producer. He formerly had been a singer with the *Breakfast Club* quartet and the *Escorts and Betty* group in Chicago.

R&R Named by Air Force To Handle Recruiting Ads

RUTHRAUFF & RYAN, New York, was named by the Air Force last week to succeed Dancer-Fitzgerald-Sample, New York, as agency for its forthcoming $1 million recruiting advertising program for fiscal 1955.

R&R was among seven agencies which made presentations the week before in seeking the account. Detailed plans on each medium's share of the new Air Force advertising recruiting budget were not available last week.

Heretofore Air Force recruiting advertising monies have been included in an amount appropriated for that purpose to the Army, with the AF share $500,000 in fiscal 1954.

NEW BUSINESS SPOT

Strauss Stores Corp., Maspeth, L. I., N. Y., through Product Services Inc., N. Y., currently in radio spot announcement campaign in New York, upstate New York and New England areas.

Monsanto Chemical Co., St. Louis (All detergent) signed to sponsor **Guild Films Co.'s** new half-hour *Frankie Laine* show in Detroit, Phoenix, Tuscon and Portland. Agency: Needham, Louis & Brorby, Chicago.

NETWORK NEW BUSINESS

Chrysler Corp., Detroit (Chrysler-Plymouth dealers), to sponsor *It's a Great Life* comedy series on NBC-TV (Tues., 10:30-11 p.m., EDT) starting Sept. 7. Agency: McCann-Erickson, N. Y.

Miles Labs. Inc., Elkhart, Ind., will sponsor one program a week of NBC-TV's *Three Steps to Heaven* (Mon.-Fri., 10:45-11 a.m., EDT) and of *Concerning Miss Marlow* (Mon.-Fri., 3:45-4 p.m., EST), starting week of Sept. 27, on rotating Wednesday and Thursday schedule on each show. Agency: Geoffrey Wade Adv., Chicago.

Warner-Hudnut (home permanents), N. Y., signed as alternate sponsor with American Tobacco Co. (Lucky Strike cigarettes), same city, for NBC-TV's *Your Hit Parade* (Sat. 10:30-11 p.m.) for 26 weeks starting Sept. 18. Agency: Kenyon & Eckhardt, N. Y.

SIGNING for 27 announcements a day, seven days a week for seven weeks over WDXB Chattanooga is Joseph B. Brown, district manager for Canada Dry Ginger Ale Inc. Luke Wilson (l), account executive, and WDXB General Manager Jim Cole witness the Spur Cola saturation campaign contract.

Allstate Insurance Co., Chicago, to sponsor 15-minute programs immediately preceding and following each 1954 World Series game over MBS. Agency: Christiansen Adv., Chicago.

Campbell Soup Co., Camden, N. J., to start sponsorship Sept. 10 of *Dear Phoebe* on NBC-TV (Fri., 9:30-10 p.m., EDT). Agency: BBDO, same city.

United States Tobacco Co. (King Sano cigarettes), N. Y., signed for more than 100 spot announcements on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m., EDT and CDT) and *Home* (Mon.-Fri., 11 a.m.-12 noon), starting today through rest of year. Agency: Kudner, N. Y.

Wm. Wrigley Jr. Co., Chicago, which has been sponsoring CBS Radio's *FBI in Peace and War* on six weeks' summer schedule since June 30, will sponsor program on regular basis starting Aug. 18 (Wed., 8-8:25 p.m., EDT). Agency: Arthur Meyerhoff & Co., same city.

AGENCY APPOINTMENTS

Battery Products Co., Oakland, Calif., appoints Ad Fried Adv. Agency, same city.

WDSU-AM-FM-TV New Orleans, effective Sept. 1, **Louisiana Coca-Cola Bottling Co.,** effective Oct. 1, and **Fulton Bag and Cotton Mills,** Atlanta, effective Nov. 1, appoint Fitzgerald Adv. Agency, New Orleans.

Pontiac Dealers Assn. of Greater Chicago appoints Marvin Gordon & Assoc., same city.

Miller Protecto Products, Kalamazoo (Sweetaire home spray deodorant), appoints Mottl & Siteman, L. A.

Fohrman Motors and **Fohrman Packard,** Chicago and Evanston, Ill., respectively, appoint Olian & Bronner, Chicago.

Pharmaco Inc., (Medigum cough remedy), Kenilworth, N. J., appoints Steers & Shenfield, N. Y.

Penetone Co., Tenafly, N. J., appoints Lewis King-Sidney Flamm for trade publication and radio-tv advertising.

Shasta Water Co., San Francisco, appoints Barnes Chase Co., L. A., for national advertising with Charles V. Davis, vice president in charge of that city's office as account executive.

Eatmor Cranberries Inc., New Bedford, Mass., appoints Bozell & Jacobs Inc., Chicago, with Sam L. Austin handling account.

American Store Co., Philadelphia, and **National Assn. of Sanitary Milk Bottle Closure Manufacturers,** same city, appoints Arndt, Preston, Chapin, Lamb & Keen, that city.

Newhouse Automotive Industries, L. A., names Van der Boom, Hunt & McNaughton Inc., same city, with Gordon Van der Boom as account executive.

AGENCY SHORTS

The Harry P. Bridge Co., Phila., moves to Commonwealth Bldg., 1201 Chestnut St., Philadelphia 7.

Wheeler-Kight & Gainey Inc., Columbus, Ohio, moves to 975 S. High St.

Robertson, Buckley & Gotsch Inc., Chicago, moves to Chicago Federal Savings Bldg., 108 N. State St., suite 1120. New telephone: State 2-5336.

Richard N. Meltzer Adv. Inc., San Francisco, opens Los Angeles branch office at 6363 Wilshire Blvd. Telephone is Webster 8-2993. Thomas W. Lowey, head of sales, Motorola Division, Eoff Electric Co., Portland, Ore., is in charge of agency's Southern California accounts.

Noel, Lent & Assoc., Hollywood, moves to 7401 Melrose Ave., telephone: Webster 8-2161.

Arthur G. Rippey & Co., and **Kostka-Bakewell & Fox Inc., both Denver,** merge into **Rippey, Henderson, Kostka & Co.,** with offices in First National Bank Bldg. Arthur G. Rippey, Clair Henderson and William Kostka form managing committee of firm, with Gilbert Bucknum, Harry Lazier, H. Bond Badgley, Vernon R. Ewing, James Holme, Robert Whitney, George Bakewell Jr. and Revill J. Fox as other partners.

D'Evelyn-Guggenheim-Crawford becomes successor firm to **D'Evelyn-Wadsworth-Guggenheim,** San Francisco.

A&A PEOPLE

C. K. Huxtable appointed manager, radio-tv dept., Montgomery Ward & Co., Chicago, succeeding **P. J. Faber,** resigned.

Lyle W. Smith, advertising manager, Chicago-Central fluid milk and ice cream district, Borden Co., N. Y., appointed as assistant national advertising manager.

MR. SMITH

Carl W. Stursberg Jr., Young & Rubicam, N. Y., to Colgate-Palmolive-Peet Co., Hudson, N. J., as brand advertising manager.

J. R. Bouras to Quaker Oats Co., Chicago, as premium manager, succeeding **B. R. Prag,** resigned.

Harry C. Christ, account executive, MBS, Portland, to Rudy Yost Truck Equipment Co., same city, as sales advertising manager.

Phillip L. McHugh, Campbell-Ewald, Detroit, promoted to vice president in charge of all radio and tv activities.

Alexander E. Reitz, production manager, Waldie & Briggs Inc., Chicago, additionally appointed media director.

MR. REITZ

Alvin Kabaker, vice president and director of radio-tv programming, Dancer-Fitzgerald - Sample, N. Y., additionally appointed director of publicity and public relations.

Robert E. Lee, account executive, Roche-Eckhoff & Assoc., Hollywood, named vice president, firm name changing to Roche-Eckhoff & Lee; **Frank Roche** becomes president and **Irving A. Eckhoff,** vice president and general manager.

Jess Hadsell advertising manager, WOWO Fort Wayne, Ind., to contact dept., Gray & Rogers, Phila.; **Ralph Richmond,** Ward Wheelock, same city, to copy dept.,; **Robert J. Leinheiser,** John Falkner Arndt, that city, to G & R agency.

Chris Demiris and **William D. Rice,** vice president and account executive, Cooper & Crowe,

Salt Lake City, purchase agency from **Gordon Crowe,** who joins Music Corporation of America, N. Y. New firm is Demiris-Rice & Assoc., with offices in Atlas Bldg., Salt Lake City.

William Mordwin to Hazard Adv. Co., N. Y., as partner.

Edward G. Bell, secretary, Mathisson & Assoc. Inc., Milwaukee, elected vice president; **Ralph Henkel** succeeds Mr. Bell, and additionally becomes treasurer.

Arnold J. McKee, Washington businessman, appointed vice president in charge of sales, Milloy Adv. Inc., same city.

Fred Marinacci, formerly with Western Adv. Inc., Seattle, named general manager, Blitz Adv., same city.

Roger Moran, formerly radio-tv writer-producer, Earle Ludgin & Co., Chicago, appointed creative director and account executive, Weiss & Geller, same city.

MR. MORAN

Walter Stocklin, vice president in charge of art, Ward Wheellock, Phila., to Hutchins Adv., same city.

Bruce Allen, advertising and sales promotion manager, Zonite Products Corp., N. Y., **George Brown,** J. Walter Thompson Co., same city, **William H. Fitzsimmons,** Needham, Louis & Brorby, Chicago and **Craig Campbell,** Lever Bros. Co., N. Y., to Benton & Bowles, same city, as account executives.

Winfield J. DeMarest, Procter & Gamble, N. Y., to Friend-Krieger & Rader, same city, as account executive.

Douglas MacNamee, senior radio and tv writer, BBDO, N. Y., to Ruthrauff & Ryan, same city, as radio and tv copy chief. **Ernest Motyl** and **Ken Haverstick,** Geyer Adv., N. Y., to Ruthrauff & Ryan, as supervisor of film production and tv art director, respectively.

Ken Haverstick, Geyer Adv., N. Y., to radio-tv dept., Ruthrauff & Ryan, same city, as tv art director.

Hayden Huddleston, WROV Roanoke, Va., resigns to form advertising agency under own name.

Grace Nupp, community service director, WTOP-AM-TV Washington, to William D. Murdock Adv., same city.

William Altman, formerly with Donahue & Coe, N. Y., to radio-tv dept., Friend-Reiss-McGlone, same city.

John P. Roddy, copy staff, Knox Reeves Adv. Inc., to Bruce B. Brewer & Co., Minneapolis, in same capacity.

Walter O'Meara, consultant, Sullivan, Stauffer, Colwell & Bayles, N. Y., author of his fourth novel titled "The Spanish Bride," to be published by G. O. Putman's Sons in October.

Vincent Rowe, head of development and creation, new radio-tv programs, Ted Bates & Co., N. Y., father of girl, Susan Millicent.

Edmund Kasser, radio-tv timebuyer, Ruthrauff & Ryan, Chicago, father of girl, Kathleen Elizabeth.

Leslie T. Fossell, 38, account executive, J. Walter Thompson Co., N. Y., died Aug. 3.

NATIONAL TELEFILM, WTVI (TV) SET UP BUDGET FILM PLAN FOR UHFs, SMALL VHFs

Proposition is designed to enable lower-income outlets to buy quality film at a price they can afford.

A MOVE designed to assist uhf stations and small vhf stations to obtain quality film programming at an initial investment commensurate with their financial structures, is being announced jointly today (Monday) by Harold Goldman, vice president in charge of sales for National Telefilm Assoc. Inc., New York, and John D. Scheuer, executive vice president and general manager of WTVI (TV) St. Louis-Belleville, Ill.

It was explained to B•T in an exclusive interview that the plan was devised by Messrs. Goldman and Scheuer as an answer to the plight of smaller stations who did not have sufficient finances to purchase high-budget films in competition with large vhf stations. The formula was arrived at by Messrs. Goldman and Scheuer, the latter facing an uphill struggle with his uhf station, after consultation for several weeks.

Its highlights are:

The station pays NTA, the film distributor, a certain small initial fee for one hour of programming or fraction thereof. The station adds its hourly time charge and sells the program for a certain price. NTA and the station subsequently divide equally the difference between the purchase price by the sponsor and the costs of initial payment to NTA and time charges. For example, if NTA prescribes a basic hourly rate of $200 for a program and the station's time charge is $200 per hour, a program sold for $600 will bring in $100 to the distributor and $100 to the station. The salutary feature of the plan is that the initial outlay of the station is reduced, with the "nut" at a figure he can afford, according to Mr. Goldman.

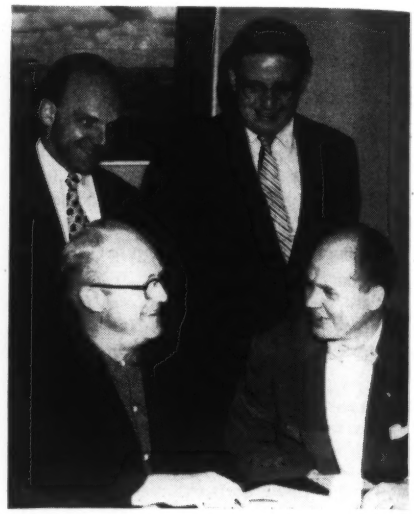
Must Give Guarantee

One stipulation by NTA is that the station guarantee to contract for a certain number of hours of programming over a 12-month period.

Mr. Goldman reported that thus far 18 stations have contracted for the plan, with an additional 18 outlets in negotiation with NTA. He stressed that it was Mr. Scheuer, aware of the difficulties of smaller stations, who voluntarily spark-plugged the plan by sending telegrams to numerous stations throughout the country with details of NTA's offer.

Ely Landau, president of NTA, pointed out that the plan should prove to be a boon also to tv film producers of quality programs, saying that it creates a market of an additional 150 stations that can be supplied with their products. He asserted it has been "an increasingly difficult problem" to clear time on vhf stations in large markets and voiced the belief that this new approach will open up new markets.

NTA's film library includes the half-hour *China Smith, International Playhouse, Orient Express, The Roller Derby, Pantomine Quiz;* quarter-hour *Bobo the Hobo, Find a Hobby, The Eva Gabor Show, The Passerby* and *The James Mason Show,* plus more than 150 westerns and feature films.



JOHN DEERE PLOW Co. dealers in northern Illinois and southern Wisconsin sign with WREX-TV Rockford, Ill., to sponsor the *Waterfront* film series for a 26-week campaign starting Sept. 7. L to r: seated, T. W. Jenkins, division manager, John Deere Co.; Joseph M. Baisch, WREX-TV general manager; standing, Paul Collin, WREX-TV sales representative, and Jack Gennaro, WREX-TV sales manager.

Getting Choosy

FACTOR of obsolescence is becoming more significant in tv film distribution, according to the Broadcast Information Bureau's latest Tv Film Directory, which was released last week to subscribers. The directory points out that in the past, distributors accepted for tv distribution any footage that could be cleared for the purpose, but that currently they are dropping hundreds of titles which they feel are obsolete for viewers because of film quality or story line. The latest directory, titled "Series, Serials and Film Packages," covers 355 pages.

Sillerman Predicts TPA '54 Gross at $9 Million

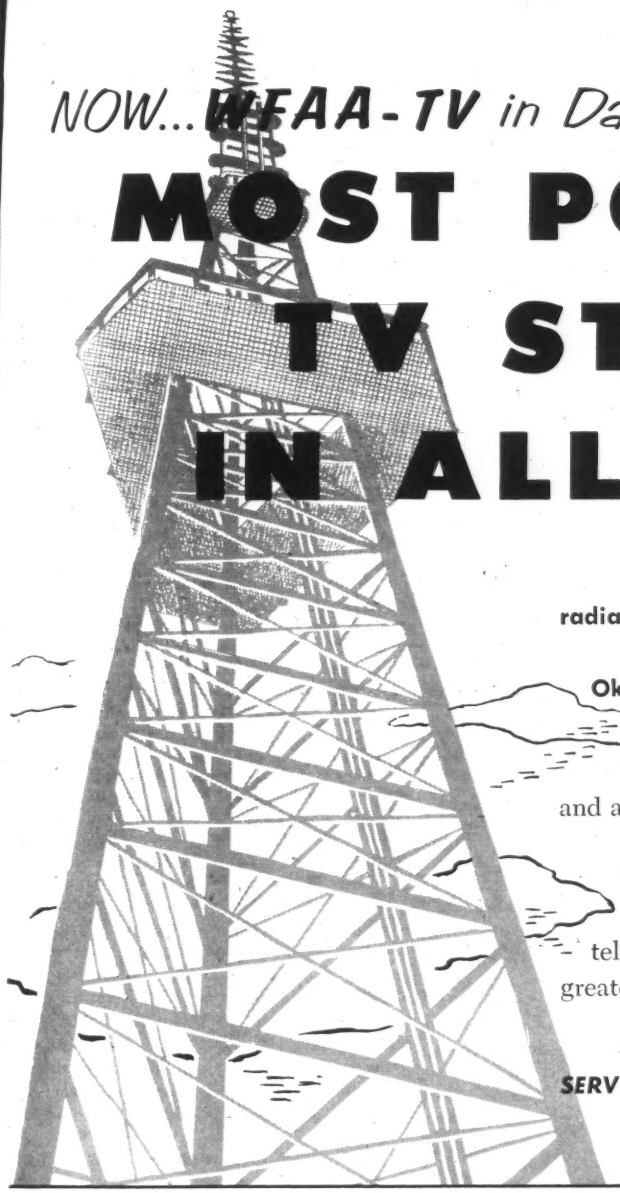
OPINION that business for Television Programs of America for 1954 will total at least $9 million has been offered by Michael M. Sillerman, executive vice president of TPA, after announcing that total sales as of last week amounted to more than $6 million.

Mr. Sillerman reported that two more productions would be announced shortly to go on sale before the end of the year. He predicted that sales on *Ellery Queen,* which was released two months ago, and has already done $750,000, would reach the $1 million mark by early September.

Latest sales on *Ellery Queen,* Mr. Sillerman said, have been to the Clark Gas Co. for WCCO-TV Minneapolis, WTMJ-TV Milwaukee and for St. Louis and Green Bay, Wis., with no stations set; Sears Roebuck & Co., Chicago, for KVOA-TV Tucson and KPRC-TV Houston; O'Keefe Brewing Co., Buffalo, for WBEN-TV Buffalo and WJBK-TV Detroit, and Bologna Wine Co. for WDSU-TV New Orleans.

NOW... WFAA-TV in Dallas is the

MOST POWERFUL TV STATION IN ALL TEXAS!



Now . . . with 274,000 watts video effective radiated power* . . . WFAA-TV is the most powerful VHF station in the Southwest — including Texas, Oklahoma, Arkansas, Louisiana and New Mexico!

Effective Sept. 26, 1954

This means 69% greater grade A coverage — and adds half a million people to WFAA-TV's grade A contour! It means greater penetration of the 29-county WFAA-TV Market — the largest concentration of population, wealth and television homes in Texas! And it means a greater response from your advertising presented on WFAA-TV!

SERVING 398,000 TV HOMES

(WFAA-TV Research Dept., July 1, 1954)

Channel 8

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of The Dallas Morning News

WFAA-TV
DALLAS
NBC - ABC - DUMONT

SOON...even **GREATER** service for Texas' **GREATEST** Market...

Now under construction — WFAA-TV's new 1,521-foot tower which will blanket the greater DALLAS-Ft. Worth market area with 316,000 watts. Coming SOON!

Channel 8

NBC • ABC • DuMONT **WFAA-TV** DALLAS

FILM SALES

CBS-TV Film Sales, N. Y., announces **Langendorf Bakeries,** San Francisco, has signed to sponsor *The Range Rider* tv film series over KEYT (TV) Santa Barbara, KERO-TV Bakersfield, KTVU (TV) Stockton, all Calif., and KIMA-TV Yakima, Wash. CBS-TV Film Sales also announces sale of *Crown Theatre* to WTRI-TV Albany and WABC-TV New York; *Files of Jeffrey Jones* to WABC-TV; *Eddie Drake* to KOAT-TV Albuquerque; *Gene Autry* to WTRI-TV, WCBS-TV New York, KTTV (TV) Colorado Springs, Colo., KNXT (TV) Los Angeles and KFBB-TV Great Falls, Mont.

Ziv Television Programs Inc., N. Y., reports five top film series have been "practically sold out" in nation's top 60 markets, accounting for about 74.5% of total national tv audience. Programs are: *I Led Three Lives, Mr. District Attorney, Favorite Story, Cisco Kid* and *Boston Blackie.*

Screen Gems Inc., N. Y., announces **Gallo Wines,** Modesto, Calif., through BBDO, San Francisco, will sponsor *The All Star Theatre* in 17 markets throughout country, raising total markets on program to 157.

FILM PRODUCTION

National Video Productions Inc., Washington, announces it will begin production on *Hand to Heaven* program, appearing live for past two years over WTTG (TV) that city.

Atlas Film Corp., Oak Park, Ill., announces series of tv film commercials for following firms: **Miller Brewing Co.,** Milwaukee, through Mathisson & Assoc., same city; **Clinton Foods Inc.,** Clinton, Iowa (Hi-C Sherb Ade orange drink), through L. W. Ramsey Co., Chicago, and **Anheuser-Busch Inc.** (Budweiser beer), St. Louis, through D'Arcy Adv., same city.

Television Screen Productions Inc., N. Y., announces production has started on another 13 episodes of its five-minute animation tv film series, *Jim and Judy in Teleland.* Thirty-nine programs of series are completed, raising to 52 the number that will be available by Oct. 1.

RANDOM SHOTS

National Television Films, Charlotte, N. C., established as division of **Howco Productions Inc.,** same city, for distribution of tv films.

Jerry Courneya Productions Inc., West Hollywood, Calif., forms own distributing company, United Producers Distributors.

FILM PEOPLE

Jim Stevenson appointed general manager, Mannie Baum Enterprises Corp., N. Y., *Greatest Fights of the Century* series distributors; **Allen Black,** in charge of production of series under former packager, Greater Fights Inc., joins Baum company in similar capacity.

Murphy McHenry, formerly with Productions on Film Inc., Cleveland, to Transfilm Inc., N. Y., as account executive on tv commercial and industrial films.

Alex Sherwood to Harry S. Goodman Productions, N. Y., as sales director for northeastern U. S.

Gerard H. Slattery, formerly with Nona Kirby Co. (radio and tv representatives), Boston, to Television Programs of America, N. Y., as account executive covering northern New England states, headquartered in Boston.

John D. Puter, account executive, William Kosta Co., Denver, to Ziv Corp., Salt Lake City, as sales representative.

Robert H. Forward, general manager, KABC-TV Hollywood, to Sportsvision Inc., San Francisco, as director of production.

John Rapp and **Lester White,** comedy writers, signed by Ziv Television Corp., N. Y., for *Eddie Cantor Theatre* series.

Paul Talbot, president, Fremantle Overseas Radio & Television Inc., N. Y., on round-world sales trip for company's radio and tv shows.

CKLW-TV Windsor, Ont. (ch. 9), which also will cover the Detroit area when it begins regular programming in the early fall, signs with the NBC Film Division for five programs. L to r: seated, Len Headley, manager, RCA radio-tv program division, Toronto; Ted Campeau, CKLW-TV president; Campbell Ritchie, station program operations director; standing, Tom Shull, NBC Film Division and Art McCall, station film director.

L. A. BMI TV CLINIC STRESSES FILM VALUE

Third major session draws registration of 187 from western states and Canada.

FILM with its attendent ramifications of competitive bidding for packages, contractual inequities between station and distributor and foisting off of inferior feature films came under fire at the BMI Television Program Clinic, held in Los Angeles last Monday and Tuesday. Topping the attendance at sessions a fortnight ago in New York and Chicago [B•T, Aug. 9], the Los Angeles meetings had a total registration of 187 station, film distributor and agency executives with 48 stations in the 11 western states and Canada represented.

From 80-90% of tv programming will be on film or video tape within three to five years, Harold See, manager, KRON-TV San Francisco, and chairman, NARTB Film Committee predicted. Among the obvious and concealed problems of film programming, he listed price structure, re-runs, quality, quantity, future technical developments and contracts. Citing necessity for standards to be established between stations and distributors, he said a tv station in a big market is now faced with feature films in third to seventh re-run and syndicated film packages in third to fourth re-run. The larger the market, the worse this problem, which is augmented by a confused situation regarding price.

Firm believer that live tv can beat film programming, Joe Drilling, vice president, KJEO-TV Fresno, declared local viewers are interested in live video and for this reason his station maintains a live camera from sign-on to sign-off. Finding in his experience that live tv is more reasonable than film, he said his problem had been to convince agencies that such programming constitutes good adjacencies.

Change of Formula

To illustrate high grade production on a low grade budget, George Mathiesen, production manager, KPIX (TV) San Francisco, declared the formula for success in tv should be revised to read, 90% imagination and 10% all other ingredients. Emphasizing imagination as the key word, he said set designs are all-important in live tv production and part of quality programming lies in the use of good graphic art in the opening title cards.

Robert J. Burton, BMI vice president in charge of publisher and writer relations, warned that a warranty from the distributor will not cure the ills of film. Story and music rights are the two fundamental rights involved in tv film, he declared in discussing "Legal Aspects of Tv Film Clearance and Music Rights." Common practice in syndicated tv film packages is to turn the film over to a dubber, who for $300 or $400 will decide what music fits and dub it in from libraries recorded abroad and categorized according to mood. This, he said, goes around the 5% AFM levy for using live musicians.

The yardstick he uses to determine effective tv programming is results, according to George Whitney, general manager, KFMB-TV San Diego. Ratings don't mean a thing unless the merchandise moves. When San Diego's other

announcing

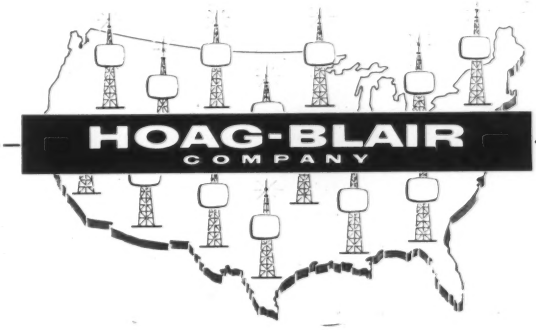
HOAG-BLAIR COMPANY

Quality representation for TV Stations outside the major markets

In answer to the specialized type of national representation which regional market television stations require, BLAIR-TV, INC. and JOHN BLAIR & COMPANY have lent their support and 21 years of radio and television experience to the formation of a separate organization, HOAG-BLAIR COMPANY —devoted to exclusive representation of regional market television stations. Four regional stations represented by BLAIR-TV have participated actively in the formation of this new company and they will be the first stations on the HOAG-BLAIR list.

The top management of each of these four stations will act as the board of governors of HOAG-BLAIR for the first year with an election of a new board at the end of each year by the stations represented. Robert Hoag, who has had wide experience in the sales end of television, will be the president of HOAG-BLAIR and in close cooperation with this actively engaged board, will give these and other similar stations the type of quality national representation which they want and need, concentrating exclusively on the regional market approach as opposed to that of the highly competitive metropolitan market.

KIDO-TV	BOISE, IDAHO	NBC - ABC
KFYR-TV	BISMARCK, N. DAK.	NBC - CBS - DU MONT
KBES-TV	MEDFORD, ORE.	ABC-CBS-NBC-DUMONT
KIEM-TV	EUREKA, CAL.	ABC-CBS-NBC-DUMONT



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Board of Governors | Walter Wagstaff, *Chairman* KIDO-TV, Boise, Idaho | Frank Fitzsimonds KFYR-TV, Bismarck, N. Dak. | William Smullin—*Smullin Stations* KBES-TV, Medford, Ore. KIEM-TV, Eureka, Cal.

THE $3 million sale of the *Lone Ranger* radio-tv property by George Trendle and associates H. Allen Campbell and Raymond J. Meurer [B•T, Aug. 9] is finalized by (l to r) Mr. Campbell; Mr. Trendle; Jack Wrather, and Mr. Meurer. Mr. Wrather purchased the property in association with his mother, Mrs. Mazie Wrather, and John L. Loeb & Assoc.

two stations, one American and one Mexican, went after the children's audience in a particular time slot, Mr. Whitney explained he conceded the kids and went after adults with family type fare. While the other two stations got the children and the high ratings, KFMB-TV got the business and the money for that time period.

George Putnam, KTTV (TV) Hollywood, told the clinic that the newscaster is a guest in the viewers' homes and, if you don't make yourself welcome, they can and will turn the dial. The tv newsman, he explained, must assume a new and full responsibility, acting as editor, publisher and copy boy.

Despite the fabulous sums spent on gambling, only pennies are spent on tv in Las Vegas, according to Jean Paul King, general manager, KLAS-TV that city. When for the price of a coke people can see the very tops in entertainment, they become choosy as tv viewers. In examining "Small Market Tv Success Story," Mr. King summarized the main original problem: he needed good programs to sell sets, he needed a set count to sell programs and he had to sell programs to have good programs.

Warns Against Encroachment

Judge Justin Miller, immediate past president and board chairman, NARTB, who this week addresses the Chicago Bar Assn. in behalf of tv coverage in courtrooms, emphasized that, while the First Amendment protects the press, constitutional guarantees can be evaded. Discussing "Tv Under Attack" by FCC, FTC, Congress and the Dept. of Justice, among others, he said a danger is that one entering wedge into broadcasters' rights can be expanded. Censorship is a tempting area for governmental control, he added, with tv providing a wonderful goat for harassed parents who want to believe juvenile delinquency came in with tv.

"Non-money stuff," public service and public relations in tv, was taken up by Len Higgins, manager, KTNT-TV Tacoma, who divided public service into what you are asked to do and what you originate. Suggesting that public service films and slides come in handy during the beginning of a station's operation, he estimated that only 2% of the people with appeals have any plan to offer the station. The others expect miracles.

The most important fact learned by tv during the past six years, according to Earl Hudson, vice president in charge of ABC Western Division, is that entertainment is the key word. Upcoming plans by the networks encompass situation comedies on film, color spectaculars and hour-long dramas. Entertainment is also taking over the commercials, he added, with most of them getting completely away from the straight pitch.

With hour-long dramas and variety programs flourishing, he declared the season of 1954-55 will also go down as "the year of decision whether spectaculars can pay off." With more than $20,000,000 from blue chip advertisers set for the coming season's spectaculars, a single program of this type will run as high as $300,000 exclusive of time and microwave charges. He quoted Sid Caesar's new hour-long NBC-TV program as budgeted at $152,000 with $60,000 allotted for Imogene Coca's new half-hour NBC-TV program.

With ABC-TV's goal to lead in hour-long dramas, *Elgin Tv Hour, U. S. Steel Hour, The Mask* and *Kraft Theatre*, to date, Mr. Hudson declared NBC-TV and CBS-TV have adopted more of a "sky's the limit" attitude toward costs.

Future of color tv programming in a few weeks will become the present, declared Harry Ackerman, vice president in charge of network programs, CBS-TV Hollywood. Color can't transfer mediocre programs into entertainment and often makes a bad show worse, he stressed.

That there is no vast footage of good color film available to tv, he declared. The majority, despite reports, is yet to be shot. With CBS-TV scheduled to do three programs in color weekly during fall and winter, he revealed the added cost is approximately $2,400 for every half-hour network program.

William Dempsey, educational director, KPIX (TV) San Francisco, declared that educational programming begins at home. It is only successful if it is important to station management and staff. Necessary, he emphasized, is the cooperation "from the other side of the ivy curtain," as some professors "are educated beyond their intelligence."

Intellectual snobbery, according to Mr. Dempsey, must be broken down by the tv executives who must realize the educator is an expert in his field and make him realize the tv executive is an expert in his.

Acting as chairmen for the various sessions were James T. Aubrey, general manager, KNXT (TV) John Reynolds, manager, KHJ-TV, both Hollywood; Donn B. Tatum, director of tv, ABC Western Division; and John K. West, vice president, NBC Pacific Division. Thomas C. McCray, general manager, KNBH (TV) Hollywood, served as chairman of arrangements for the luncheon programs. Glenn Dolberg, BMI vice president in charge of station relations, and James Cox, in charge of West Coast station relations for BMI, were general chairmen.

Participants in the original production devices exhibit at the Hotel Statler were KPIX (TV), KRON-TV, both San Francisco; KABC-TV, KNXT (TV), KNBH (TV), all Hollywood; and KERO-TV Bakersfield.

At the conclusion of the meetings, Carl Haverlin, BMI president, cited the cooperative attitude on the West Coast whereby a vice president from each of the three networks spoke at the Los Angeles Clinic. He also said that in all probability the speeches given at the three clinics will be published as soon as possible under the title "Thirty Three Television Talks."

Box Office Tv Issues 3-Service Rate Card

BOX OFFICE TELEVISION Inc., New York, last week issued a rate card for three distinct types of service, said to mark the first time that such a rate schedule has been established in closed-circuit television history.

William P. Rosensohn, executive vice president of BOTV, said that Class A service, utilizing theatres and local television studios for viewing by audiences of about 100, is available for $1,000 per market; Class B service, which makes use of the facilities of the Sheraton Hotel closed-circuit network, is priced at $1,500 per market, and Class C service, utilizing theatres only, is available at $1,650 per city.

The three services, Mr. Rosensohn pointed out, may be used in any combination to reach the cities desired and accommodate audiences of varying sizes. The new rate card is available from BOTV Inc., 30 E. 60th St., New York.

200 Tvs Take SRTS Series

OVER 200 stations have signed contracts for the new *Shorty-Tunes* series produced by Standard Radio Transcription Services, it was announced last week by Milton Blink, SRTS president. First releases will be shipped this month for September. Release includes 20 songs of current and standard popular variety recorded by Lawrence Welk's orchestra and the Janice Luce combo. Pressings are on vinylite (33 1/3 rpm), averaging 90 seconds in length.

NOW TELECASTING

channel

KWK-TV ST. LOUIS

100,000 WATTS

OVER 600,000 SETS IN THIS AREA

ANTENNA HEIGHT 563 FEET

CBS TELEVISION NETWORK

Represented Nationally by

THE KATZ AGENCY, INC.

4-Prestige stations with but a single thought . . .

RADIO!

RADIO is everywhere. Radio is in every room of the house . . . in most automobiles traveling the highways and city streets . . . on tractors in the fields . . . in garages, stores, barns . . . in fact, wherever people work, rest or play! PEOPLES BROADCASTING CORPORATION is going to buy more radio stations, because we believe in the future of radio as the greatest, most effective of all advertising media. Today, PBC boasts four stations in four rich American markets. Each is programmed to reach substantial citizens with money to spend in the market it serves. They are leaders all . . . prestige stations that sell effectively because they represent the finest in radio.

PEOPLES BROADCASTING CORPORATION is owned by the three million policyholder-owners of the Farm Bureau Automobile Insurance Company, Columbus, Ohio. All PBC stations broadcast timely, interesting public service features. Each station has won an impressive number of public service awards. Besides fulfilling its obligation to act in the public interest with such programming, each station retains its regional leadership by constantly attracting public attention. PBC stations act on the principle that there is no distinct separation between commercial and public service radio . . . that to *sell*, a station must also *serve*. The stature of all four PBC stations would seem to prove that principle valid.

PEOPLES BROADCASTING CORP.

MURRAY D. LINCOLN, *President*
HERBERT E. EVANS, *V.P.-Gen. Mgr.*

1 WMMN- CBS 5,000-920 — FAIRMONT, W. VA. — REP. H.R.
A. G. FERRISE, *Gen. Mgr.*

FIRST since 1928. In North Central West Virginia. WMMN is FIRST in coverage, power, penetration and FIRST in audience. WMMN is the ONLY station that delivers this vital market.

2 WTTM- NBC 1,000-920 — TRENTON, N. J. — REP. FORJOE
FRED L. BERNSTEIN, *Gen. Mgr.*

Covering Central New Jersey and the Delaware Valley. Trenton is the Hub in this vast industrial area with a population of 300,000 in the retail trading zone, plus 16,000 new homes in Levittown, Pa., and 4,000 new homes in Fairless Hills, Pa.

3 WRFD- IND. 5,000-880 — WORTHINGTON, OHIO — REP. GEO. CLARK
JOSEPH D. BRADSHAW, *Gen. Mgr.*

WRFD's primary signal dominates 72 of Ohio's 88 counties. WRFD is programmed for rural and small town listeners who account for 46% of Ohio's total retail food sales . . . 40% of the retail drug sales.

4 WGAR- CBS 50,000-1220 — CLEVELAND, OHIO — REP. CHRISTAL
CARL E. GEORGE, *Gen. Mgr.*

—serving 4½ million friends in Northern Ohio with the best in radio. Cleveland ranks No. 1 among metropolitan markets in the nation for consumer spendable income with $7,492 per household. (Consumer markets, SDRS, 1954)

WBS Football Series Ready

AVAILABILITY of World Broadcasting System's 15-minute fall football feature, titled *Football Time*, was announced last week by Pierre Weis, WBS general manager. The program will be supplied for 13 weeks and will be available for a single sponsor or participating advertisers.

Each quarter-hour show, according to Mr. Weis, will present features of interest to fans, including segments on "Your Football Thrill of a Lifetime," "The Honor Roll of Football Immortals," and "The Winning Score." The program will allow for participations by local announcers with scores of current games and predictions on future contests.

PROGRAM SERVICE SHORTS

U. S. Army is distributing *Holiday Album of Music*, series of ten 15-minute recordings by U. S. Army concert band and Army band chorus honoring historical American dates, to nearly 2,000 radio stations throughout country.

L'Ais—Agenzia Internazionale Dello Spettacolo, Rome, established as public relations firm in entertainment field, including theatre, radio, television, music and records, and will service publications in Italy as well as those outside country. Offices: Via Cernaia, 37, Rome.

Gotham Recording Corp., N. Y., service recording firm, has contracted to supply background musical scoring for "News of the Day" newsreel, announces Stephen F. Temmer, vice president and chief engineer of company.

Song Ads Co., Hollywood, signed by Wine Growers Guild (Guild Wine), Lodi, Calif., through Dancer-Fitzgerald-Sample Inc., San Francisco, to create tv spot announcements for new campaign.

Mitchell Gertz Agency, Beverly Hills program packagers, moves to 338 N. Rodeo Dr. Telephone remains Crestview 4-5491.

Howard W. Sams & Co., Indianapolis, Ind., publishers, announces contract with Ira Kamen, tv executive and author, to do first book on subscription tv.

PROGRAM SERVICES PEOPLE

Thomas A. McMahon appointed head of Salt Lake City field office, MCA TV Ltd.

James C. Hirsch, formerly vice president, W. B. Doner & Co., adv., Chicago, to Publication Services Inc., Washington, elected to board of directors, vice president and general manager.

MR. HIRSCH

Irwin Schwartz to Jerry Courneya Productions Inc., Hollywood, as advertising and publicity director; **Jim Doyle,** formerly sales manager assistant, KHJ-TV Los Angeles, to company as associate producer and promotion manager.

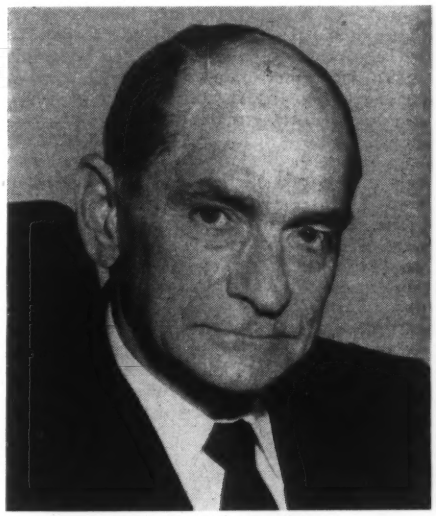
Wallace A. Ross appointed national sales manager of closed circuit conferences div., Box Office Television Inc., N. Y.

McCONNAUGHEY NAME REVIVED AS CANDIDATE FOR FCC CHAIR

Ohioan says he hasn't been approached by anyone in authority, but would be disposed to accept if post is offered. Sterling may leave FCC in fall, if doctors so advise.

REVIVAL of speculation about the chairmanship of the FCC developed last week with the name of George C. McConnaughey, present chairman of the Renegotiation Board, bobbing back into the picture as President Eisenhower's choice for the post whenever a Republican vacancy develops.

And simultaneously, it was ascertained that a vacancy might occur this fall. Comr. George E. Sterling, who rose through the engineering ranks, is somewhat concerned about his health, and if his doctors feel he should avoid the rigors of FCC duties, he will advise the President of his decision to retire—probably by Nov. 1. Mr. Sterling, who is 60, is not seriously ill, but has suffered from the pressures of Government stewardship spanning more than 30 years.



MR. McCONNAUGHEY

Mr. McConnaughey, 58, told B•T last week that no one in authority had talked with him about the FCC, and said he had not "plugged" for the assignment. He conjectured his name might have been "bandied about" and added that if the chairmanship were proffered, he would be disposed to accept. He pointed out that his principal interest is in regulation and administration, and that much of his background is in that field.

Some weeks ago [CLOSED CIRCUIT, May 3, 10, July 12] Mr. McConnaughey's name first arose as President Eisenhower's choice for the FCC chairmanship, after an intra-party stalemate apparently had been reached on reappointment of Rosel H. Hyde. Mr. McConnaughey reportedly had made a hit with the President by the manner in which he has handled the affairs of the Renegotiation Board since his assumption of the chairmanship last November. He is regarded as a vigorous free-enterpriser, and a top administrator.

If Comr. Sterling gets a clean bill from his doctors upon his return from his home in Maine later this month, it is presumed he will continue on the FCC, perhaps until his present term expires on June 30, 1957. He is eligible for retirement now on a slightly reduced annuity, but by Nov. 1 he will be in a position to retire at approximately half his present salary of $15,000.

It is known that Comr. Sterling has been offered several positions in private industry, including the consulting practice. A few weeks ago he vacated his home in Washington, after the marriage of his second daughter. Presumably he and Mrs. Sterling intend taking an apartment upon their return to Washington. Mr. Sterling was named a commissioner on Jan. 2, 1948, after having served as chief engineer, and prior to that as head of the Radio Intelligence Division during World War II. In recent weeks, he has asked Chairman Hyde to relieve him as security officer and to assign certain other functions to other Commission members.

Meanwhile, no word has been forthcoming either from the White House or from other responsible GOP quarters on the chairmanship situation. Mr. Hyde, now vacationing in Idaho, has been serving as Acting Chairman since his one-year appointment to the chairmanship expired last April 18. There had been considerable speculation about the elevation of John C. Doerfer, of Wisconsin, to succeed Mr. Hyde, in keeping with a reported new administration policy to rotate the chairmanship.

Supporters of Mr. Hyde have by no means given up the fight. He has substantial Congressional as well as industry backing. But the opposition centers largely in the Republican National Committee, which reportedly is disposed in the direction of Comr. Doerfer.

There has even been speculation about the appointment of either Chairman Hyde or Comr. Doerfer to Federal judgeship vacancies. Such appointments are for life and usually are attractive to lawyers who have served in Federal and state regulatory posts.

The next term expiration on the FCC is that of Comr. Frieda B. Hennock, appointed as a New York Democrat in 1948. She is an avowed candidate for reappointment. But since there are four Republicans on the FCC—the maximum permitted under the statute for a single political party—her retirement would not permit the President to name another Re-

COMR. STERLING

publican who could be appointed to the chairmanship.

The term of Comr. E. M. Webster expires June 30, 1956. An Independent, he is a retired Coast Guard Commodore. He is eligible for retirement under the same provisions as those which apply to Comr. Sterling, but there is no indication that he will leave prior to the expiration of his present term.

Mr. McConnaughey was born in Hillsboro, Ohio, June 9, 1896. He attended Denison U. in Ohio, for three years and enlisted in the Army in 1917, serving in France. He returned to Denison and received his degree in 1920. From 1920-23 he studied law at Western Reserve, graduating with an LL.B.

After practicing law in Cleveland from 1924-1939, Mr. McConnaughey was named chairman of the Public Utilities Commission of Ohio by the then Gov. and now Senator John W. Bricker. He served until Feb. 1945 in that post and from 1942 to 1945 served also as chairman of the War Transportation Commission of Ohio. He was elected president of the National Assn. of Railroad and Utilities Commissioners for 1944-45 at which time Mr. Doerfer, then chairman of the Wisconsin Public Service Commission, also was active in the affairs of NARUC, and likewise is a former president. Mr. McConnaughey then practiced law in Columbus until appointed to the Renegotiation Board chairmanship by President Eisenhower.

Mr. McConnaughey is a Presbyterian, and a member of the board of trustees of Denison U. He is a Mason, and belongs to the American Legion. He is a member of Sigma Chi and of Phi Delta Phi legal fraternity. He has two sons, George C. Jr., and David C., the latter a lieutenant in the USAF.

Senate Passes Over Uhf Tax Credit Bill

A HOUSE catch-all tax bill which includes a provision for a $7 excise tax credit on uhf-equipped tv sets was passed over by the Senate on a call of the calendar last week and is expected to come up this week for debate on the latter body's regular agenda.

The bill (HR 6440) was passed over after objections were made that it should not be treated as a calendar measure, that an amendment is to be offered and that an amended part of the bill left out some of the language.

The uhf tv set tax provision is a watered-down House version of an amendment to the bill offered originally by Sen. Edwin C. Johnson (D-Colo.) to exempt uhf-equipped sets from the 10% excise tax levy [B•T, May 17].

The House amendment also seeks to define more closely what articles in the manufacture of radio-tv receivers are subject to the excise tax. Receivers made for the military, for municipality and other services contain some parts subject to the excise tax. Thus, the government was paying an excise tax on certain equipment for which it was repaid by the manufacturer. The amendment exempts from the federal excise levy items used in the manufacture of "non-taxable articles" (certain receiver-transmitters, etc.) and specifies an exemption for "non-entertainment type" radio and tv parts other than tubes and cabinets.

Sen. Johnson said about the House amendment that he had asked for a "slice of bread" for uhf set manufacturers, but had come out with a "sliver" [B•T, Aug. 2].

The orginal measure was designed by Sen. Johnson to help uhf by making sets cheaper to buy.

INDUSTRY POUNDS ON COMMITTEE DOOR SLAMMED ON RADIO-TV BY WATKINS

Sen. Mundt and Ray Jenkins, key figures in Army-McCarthy hearing, join broadcasters in pointing out virtues of radio-tv coverage (see story page 46). But so far Sen. Watkins stands pat on decision to exclude radio-tv live or recorded coverage from McCarthy censure investigation slated later this month.

A FLOOD of protests from the radio-tv industry, other groups and plain citizens last week greeted a special Senate Committee's announcement that it will prohibit radio, television and newsreel coverage of hearings on a Senate resolution to censure one of its members.

On hand last week at the office of Sen. Arthur V. Watkins (R-Utah), chairman of a six-man group which will hold hearings on a Senate motion to reprimand Sen. Joseph R. McCarthy (R-Wis.), were letters and telegrams from at least three radio-tv networks, a radio network, the NARTB, three radio-tv newsmen's organizations and others.

Sen. Watkins' office also indicated a "great many" protests from ordinary citizens who want to hear or view the hearings, which begin Aug. 30, on their radio or tv sets.

The industry reacted swiftly to the announcement barring radio-tv and motion picture coverage with protests that it discriminates against these media in favor of newspapers and magazines. Furthermore, went the tenor of the protests, the ruling will deny the public access to the only "true" picture of the hearing.

The industry responses came from ABC, ABC Radio, ABC-TV, CBS Inc., NBC, Mutual, NARTB, Radio-Tv Correspondents Assn., Radio-Television News Directors Assn. and Radio-Newsreel-Television Working Press Assn. of New York, with several spokesmen from some organizations deploring the special Senate committee's action.

Besides Chairman Watkins, other Senators on the committee also received protests. These are Sens. Frank Carlson (Kan.) and Francis Case (S. D.), Republicans, and Edwin C. Johnson (Colo.), John C. Stennis (Miss.) and Sam J. Ervin (N. C.), Democrats.

In an amplifying statement last week, Sen. Watkins and his committee affirmed the exclusion of not only live tv, but also tv film camera coverage.

Reactions Pour In

Broadcasters' reactions to the radio-tv ban announcement last week accentuated testimony given the week before to a Senate Rules subcommittee which has been holding hearings on Congressional committee procedures. At that time broadcasters set forth the industry viewpoint on the case for equal access of radio-tv at open Congressional activities, one of the subjects under investigation by the subcommittee [B•T, Aug. 9, 2, July 26, 19, 5] in its study on revamping committee procedures. (Also see stories, pages 46 and 49.)

Robert H. O'Brien, executive vice president of ABC, in a telegram to the Senate group, asked reconsideration of the ban, saying:

"Radio and television as the most complete and rapid means of modern communication are, we feel, the best possible instruments to assure full public participation. In addition, the Committee's determination to adhere to judicial procedures offers the American public an opportunity to witness one phase of the legislative functions of government operating in the best tradition of the Congress . . ."

John Daly, ABC-TV news vice president, and Thomas Velotta, ABC Radio news vice president, jointly signed a telegram protesting the rule against radio and tv.

In the message, Sen. Watkins was told ABC "completely respects the privacy of an executive or closed meeting of any committee of the Senate. However, we must protest in the strongest terms the arbitrary exclusion of radio and television reporting of the pending hearings by your special committee before any decision on whether such hearings shall be open or closed. If open hearings, accessible to any other information media, are held, democratic processes should bar discrimination against television and radio. . . ."

In his ABC-TV *John Daly and the News* show Tuesday, Mr. Daly put the case before his viewers. He said: "More people get their news by radio and television than by any other news medium. You might call it 'the people's choice.' Why do Senators rule out television news?

". . . The committee appears to base its ban on the fact that no radio and tv are permitted in the full Senate. Well, we've been disputing that for a long time, too.

"It isn't only a question of rights—under freedom of the press; but what a tragic waste, not to permit Americans to participate in the democratic processes of government. . . ."

Frank Stanton, CBS Inc. president, in a statement, called the rule "grossly discriminatory against the millions who would otherwise listen to, and view, the proceedings by radio and television."

Ban Not Justified

Mr. Stanton said the radio-tv ban is not justified by the charge that radio and tv equipment causes discomfort or confusion, that radio-tv have demonstrated they can cover hearings efficiently and quietly. He added:

". . . The rule turns its back on the benefits made available to this generation, of the modern miracle of electronic journalism which permits the public to see and hear for themselves their government in action."

In a telegram to Sen. Watkins, Thomas F. O'Neil, MBS president and board chairman, said:

"Millions of Americans depend on radio for their knowledge of the operations of government. Denial of radio coverage of the Senate committee hearings is a denial of direct access to this news for these Americans. It also would discriminate unfairly against radio since this access is being given to the press."

Everett Holles Jr., director of MBS operations in Washington, phoned directly to tell Sen. Watkins that he feels the rule is discriminatory among media. Here, said Mr. Holles, is a matter concerned with representatives elected by the people and these people have the right to know what is going on. Radio and tv are the most unprejudiced media in allowing people to make up their own minds, Mr. Holles said.

Julian Goodman, NBC Washington manager of news and special events, wrote:

"NBC respectfully requests your committee permit us to film for our television news shows and tape record for playback on radio news

YOU NEED "11" ON YOUR TEAM IN GREEN BAY PACKERLAND

NBC AFFILIATE

Channel 11

GREATER

SIGNAL POWER
115,000 watts dominate the area, bringing dependable reception to thousands of homes for the first time.

PROGRAM POWER
Original ideas with Packer-land appeal make WMBV weather, news, sports, kids shows rate top with viewers.

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Get the rates and availabilities.
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MARINETTE, WISCONSIN
Offices in Green Bay, Milwaukee

shows the proceedings of your committee on the censure motion. We feel the best interests of Congress and the country will be served if this coverage is allowed and pledge ourselves to make our physical coverage arrangements as unobtrusive as possible."

Harold Fellows, NARTB president, said in his message to the Senate group requesting it to open the hearing to radio-tv coverage:

". . . The great public interest in the subject of your inquiry coupled with the fundamental concept of equal access to all media of public reporting should override any objections based on less relevant considerations. Your announced determination to follow the rules of evidence and maintain the decorum of a court of law will afford the American people an unparalleled first hand opportunity through radio and tv to better evaluate the traditional proceedings of the U. S. Senate."

Mr. Fellows requested that a representative group of broadcasters be permitted to review with the committee the "physical problems of reporting in complete harmony with your procedural plans."

Other NARTB spokesmen were Edgar Kobak, WTWA Thomson, Ga., chairman of the association's Freedom of Information Committee; Henry B. Clay, KWKH Shreveport, Radio Board chairman, and Clair R. McCollough, WGAL-TV Lancaster, Pa., Tv Board chairman.

Mr. Kobak told the Senate group that electronic media "offer the federal government an unparalleled opportunity to share its deliberations with the American people in the traditional American fashion." To deny this opportunity is unfair both to broadcasters and to the public interest, said Mr. Kobak.

Mr. Clay called the banning action "contrary to the fundamental principles of free speech and free press," and said it denies "a basic right of the American people to learn first hand" about their government.

Cites Obligation

Mr. McCollough said: "These devices of modern communication, known for their objectivity and accepted by the American people, should not be placed in a special category, if the electronic media are to fulfill their obligation to the public."

Joseph S. McCaffrey, executive secretary of the Radio-Tv Correspondents Assn., in a letter to committee members, said:

". . . The great public interest in the issue before you demands that every possible means of communication be used to keep the public informed. These three media have earned their place in the coverage of Congressional hearings. They are as vital to the task of informing the American people as the reporters of the press.

"To your mind there may be some special problem raised by the admission of recording television and film. If there are we are more than willing to talk them over with you, hopeful of working them out so that when the hearings are over you will feel as proud of our coverage as we believe we will."

Arnold Lerner, president of the Radio- Newsreel-Television Working Press Assn. of New York, in a telegram to Sen. Watkins, said:

"We resent the implication that these mass communications media are second class members of the U. S. press. . . . Safeguards of press freedom were written into the Constitution long before the era of electronic and photographic journalism, but the spirit of the Bill of Rights calls for equal access to news events for all media in the interest of a better informed public. . . ."

One group of five television film newsmen, signing themselves as "The Television News Film Industry," sought vainly to gain admittance for tv film cameras after interpreting Sen. Watkins' original Aug. 6 statement to mean the committee had not ruled out the possibility of "some kind" of tv coverage.

But they were rebuffed by Sen. Watkins in a statement last week in which he reiterated the radio-tv ban. The group supplies tv news film to such news programs as CBS-TV's *Douglas Edwards,* NBC-TV's *John Cameron Swayze and the Camel News,* ABC-TV's *John Daly and the News* and to "hundreds" of independent tv stations.

"Naturally," said the statement, "we would prefer to use our normal lighting facilities to insure quality coverage, but if our regular lights . . . are objectionable, we believe adjustments can be made to your combined satisfaction. . . ."

Offering a test of the lighting beforehand, the statement continued: "Should the lighting test prove unsatisfactory, we believe we can operate without our usual lighting, providing the committee will select a committee room that admits some degree of daylight. . . ."

Signing as Washington managers of their respective organizations were: Charles E. Shutt, Telenews-Hearst Metrotone News Inc.; Julian Goodman, NBC Tv News Film; Bryson Rash, ABC-TV News Film; William Corrigan, CBS-TV Newsfilm; Anthony Muto, United Press-Fox Movietone News.

Patrick Murphy Malin, executive director of the American Civil Liberties Union, in a telegram to Sen. Watkins, said the public's right to see and listen to the hearings could not be fully met unless all mass communications media are accorded equal treatment.

Fred L. Bernstein, general manager of WTTM Trenton, N. J., has added his voice to those protesting. Mr. Bernstein's letter to Sen. Watkins said in part:

". . . It is vital that the American public have a front row seat at your committee hearings, so the American people can see and hear for themselves. Responsible radio-tv coverage of your hearings can provide that front row seat."

As a sidelight to this controversy, ABC radio announced last week that on Aug. 24, its *America's Town Meeting of the Air* program (Tues., 9-9:45 p.m. EDT) will discuss the topic, "Is Radio-Tv Exclusion From Government Hearings Justified?" The program will be broadcast a week before the committee to examine the charges brought against Sen. McCarthy begins.

MUNDT, JENKINS SUPPORT RADIO-TV

TWO MORE figures in the recent widely-televised McCarthy-Army Senate probe last week went on record as favoring telecasts and broadcasts of open congressional committee hearings.

They are Sen. Karl E. Mundt (R-S. D.), who served as chairman of the Senate Investigations subcommittee which conducted the hearing on the dispute between the Army and Sen. Joseph R. McCarthy (R-Wis.), and Ray H. Jenkins, counsel for the probe.

Testifying before a Senate Rules subcommittee investigating congressional committee procedures, both Sen. Mundt and Mr. Jenkins said they favored free access of radio and tv to public hearings. Sen. McCarthy, in testimony before the Senate Rules group July 27, also had said he advocated radio-tv coverage of hearings [B•T, Aug. 2].

TWO TV VETERANS agree that the broadcast media should be admitted to congressional hearings. Sen. Karl Mundt (l) and Ray Jenkins, chairman and counsel, respectively, of the famous McCarthy-Army hearings, appeared before the Jenner Rules subcommittee to voice their stands on procedural matters.

Broadcasters and telecasters last week were protesting about still another Senate investigation scheduled to begin Aug. 30, and centering about the Wisconsin Republican. Radio and television have been barred from planned hearings by a special Senate committee on a motion to censure Sen. McCarthy (see story, page 44; also see SDX story, page 49).

The session Thursday, although attended only by some two dozen spectators, was covered by radio and television and newsreel photographers. Sen. William E. Jenner (R-Ind.) is chairman of the Senate Rules group.

Sen. Mundt was emphatic in voicing his opposition to a statutory prohibition against radio and tv coverage of hearings. He said: ". . . These new media which report by sound and picture to John Q. American are a great and mighty conscience for the press. There is seldom any cause to complain about biased or prejudiced reporting when a congressional hearing is conducted before the television and over the radio."

Television, he said, "simply removes the walls from the committee room to let the people living in South Dakota, Colorado or California have the same access to the deliberations of a committee as would otherwise be exclusively the right of those living within a few miles driving distance of the National Capital. I submit that the people of my state have the same right to see and hear what takes place . . . as the people of Virginia or Maryland."

In his opinion, said the senator, both television and radio "are here to stay. They are legitimate media of communication. They are administered, operated and staffed by men of the same general respectability and capacity as those employed in the field of journalism."

For Congress to legislate against radio-tv coverage, he said, "would, in my opinion, be a backward step."

Sen. Mundt said he felt the decision to admit radio-tv should be left to the individual committee.

"Personally," he said, "I shall always vote against any legislative measure based on such a discriminatory premise and which endeavors to select from among the media of communica-

No small potatoes!
Old-timers in the Northwest say Paul Bunyan invented farming. Invented the steam shovel too—to dig potatoes with.
But Bunyan would be small potatoes to Northwest farmers today. Agriculture in WCCO's 4-state area is *big business,* with annual income of better than 1.6 billion dollars. It's a business peculiarly dependent upon weather and market conditions, so Northwest farmers depend heavily on WCCO's farm broadcasters, Maynard Speece and Jim Hill. The result is that Messrs. Speece and Hill do *30* information-packed programs a week, and reach a *rural* audience, throughout WCCO Radio's 110-county basic service area, of *more than 900,000 every week!*
WCCO Radio's farm shows command a uniquely loyal and responsive audience, ideal for any advertiser with products to sell to farmers and their families. Like a *big* yield in the Northwest? Sow your sales messages on **WCCO RADIO**
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YOU'VE GOT TO COME TO MACON *to cash in on the steadily growing Middle Georgia market...*

and *only* WMAZ-TV, Macon, can adequately reach this well-balanced industrial and agricultural center for you!

THE MARKET!

Middle Georgia is no middle ground industrially speaking. It's a boom area with dozens of new industries—a thriving, growing area with the variety of business to resist the ups-and-downs of less diversified markets.

- **TOP COMPANIES** like Durkee Foods, Armstrong Cork and Ralston Purina have opened new plants in Middle Georgia within the last 5 years.
- **CATTLE** has brought a whole new source of income to Middle Georgia farmers, accounting for over 35% of their cash farm income.
- **EXPANSION** is everywhere—in new plants and mills, iron works, highway construction and home building.
- **MOST IMPORTANT,** Middle Georgia is growing in *people!* Metropolitan Macon has doubled its census figures since 1940. Purchasing power is way up too, considerably above the state's average-household-income figures.

THE COVERAGE!

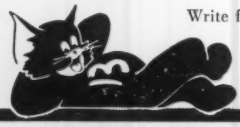
WMAZ-TV's area is 700,100 people strong! An area never before successfully tapped by TV—before WMAZ-TV! Macon is 93 miles from the closest TV city of comparable large size—Atlanta!

- ***Only 10 of the 47 counties now blanketed by WMAZ-TV received "good" service from any other station.***

  Significantly, the remaining 37 in this 47-county area represent...

...80% of this area's population!
...81% of retail sales!

- ***153 New TV Families Added a Day!...153 New Customer-Families a Day!***



Write for free brochure on Macon market and WMAZ-TV specifications, rates, etc.

WMAZ-TV DOMINATES THE MACON AREA AUDIENCE MORNING, NOON & NIGHT!

Telepulse** proves it!

Share of Audience

Sign-on to noon...45% Noon to 6 P.M....68% 6 P.M. to Midnight...57%

All the top 15 once-a-week shows...
All the top 10 multi-weekly shows...
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**Telepulse, Macon Area Report, Feb.-Mar. 1954

WMAZ-tv

MACON, GEORGIA · CHANNEL 13

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tion some with which to cooperate and others to condemn."

Mr. Jenkins said he believes television is "the perfect medium for bringing to the public the true facts" because it allows viewers to judge the way a witness acts before the camera. Calling radio-tv sources of the "utmost accuracy," he said the American people would not have got the "true picture" at the McCarthy-Army hearing without the electronic media.

He felt television and radio should be admitted to a hearing upon approval by a majority of the Senate, a two-thirds vote of the committee or if demanded by a witness.

On the subject of objections by witnesses to the camera and microphone, he said he believes a witness who is innocent would not fear these media, and if the witness is a Communist or "hiding behind the Fifth Amendment," he shouldn't be given a chance to refuse.

In cases where information against a witness is largely rumor, Mr. Jenkins said, the witness should be questioned in closed session so he would not be "stigmatized" if innocent.

But in the case of a witness who refuses to testify before microphones and cameras, he should be cited for contempt, Mr. Jenkins said.

LAWYERS RENEW ANTI-BROADCAST STAND

American Bar Assn. committee recommends that radio and tv be barred from Congressional investigative proceedings.

THE American Bar Assn. last week was poised once again to recommend the adoption by Congress of a "uniform code of investigative procedure" for all Congressional committees, encompassing its proposal that radio-tv coverage of Hill probes be prohibited.

The recommendation was contained in a report prepared by a special ABA committee and released in Chicago last Thursday. It will be submitted to ABA's House of Delegates during the association's 77th annual meeting at the Conrad Hilton Hotel in that city this week.

The committee noted that ABA has been steadfastly on record against broadcast media coverage of testimony before investigating groups on Capitol Hill, and it explained this time it saw nothing "in the recent Army-McCarthy hearings that would cause us to recommend that the association change its prior position." It was seriously doubted whether any serious objections would be raised against the committee's conclusions.

Attendance at this week's meeting is expected to exceed 5,000, with reservations already obtained from over 3,000 lawyers, judges and legal educators.

In a special section devoted to the rights of witnesses, the committee felt that "if Congress does not adopt the earlier recommendation of the association barring [such] broadcasts entirely, the witness should at least have the right to testify without television or radio broadcasting, providing he notifies the committee of his desires a reasonable time prior to the hearing." The group felt "no prejudice" should be attached to any such decision and that it should not be made "under public scrutiny."

ABA offered its original recommendation against radio-tv coverage at its 1952 annual meeting, condemning the practice where it involved testimony before investigating committees.

Excerpts of the group's report on "televising and broadcasting of hearings":

"Some thoughtful observers of current investigations are convinced that many of the abuses can be traced to the glare of publicity in which they are conducted. Remove the tv cameras and the microphones and the investigation loses its circus atmosphere and becomes instead a businesslike, fact finding agency—so the argument runs. Equally thoughtful critics disagree and contend that freedom of communication is a necessary and salutary part of investigations. There is merit to both arguments, but we feel that the balance favors the former group. Hearings (except for executive sessions) should be open so that they do not smack of the star chamber, but it does not follow that they should be made a stellar attraction for the edification of the millions."

The subject of "courtroom publicity and amendments to Canon 35 [dealing with the publicizing of courtroom proceedings]" also will come up before ABA's section of judicial administration, with Judge Justin Miller, former NARTB president and board chairman, slated to participate in a panel discussion. Other participants are to be announced. The session will be held today (Monday) at 2 p.m.

Neville Miller, chairman of ABA's standing committee on communications and member of the Washington law firm of Miller & Schroeder, will report on FCC actions the past year, including a review of color tv, am and fm broadcasting development, and certain legislation enacted, as well as decisions on appeals from Commission actions.

Gambling Bill Dies On Senate Calendar

OBJECTIONS last week to the amended Senate bill to prohibit transmission of gambling information via communications facilities apparently left it to die on the Senate calendar.

The bill, which in its original form had met strenuous opposition from broadcasters on grounds its provisions were discriminatory, was passed over Wednesday on the Senate floor.

Chief objectors to the amended bill, it was understood, were Sens. John Sherman Cooper (R-Ky.), John M. Butler and J. Glenn Beall (both R-Md.) and Pat McCarran (D-Nev.). All come from states where betting on horse races is legal. At least two other senators objected.

The amended version (S 3542) of the bill removed passages which the broadcasting industry and the FCC had felt were objectionable, and was the result of conferences which included the Justice Dept., FCC, NARTB, Western Union and telephone companies.

The orginal bill, authored as was the amendment by Sen. John W. Bricker (R-Ohio) and sponsored by the Justice Dept., would have required that: (1) broadcasters and others handling news on horse and dog racing prove the information is not being used to circumvent the measure (aimed at preventing a repetition of a nationwide betting syndicate), (2) only one race broadcast be made each day—with a time lapse of one hour after the event (which broadcasters felt discriminated against radio and tv in favor of newspapers) and (3) FCC file tariffs to implement and enforce the bill's provisions.

SDX Report Attacks Hill's Closed Sessions

A COMMITTEE of Sigma Delta Chi, professional journalistic fraternity, has issued a 26-page report attacking the general practice of secret executive sessions of Congressional committees and signified it will continue its fight against that part of the 1946 Legislative Reorganization Act.

The committee, headed by V. M. Newton Jr., managing editor of the *Tampa Tribune* and designed to advance the fight for freedom of information, urged Senators to "take direct action to eliminate it from Congress." It questioned particularly those meetings in which national security was not involved. Some 44% of over 3,100 meetings last year were held in secret, Mr. Newton noted.

According to Mr. Newton's report, based on letters to Congress in March, 25 senators declared they favored open meetings unless security is involved. Thirteen others reported they approve open meetings with certain reservations, while 11 went on record for secret executive meetings. Sixty-six Senators responded to the question.

Following is the breakdown as compiled in the SDX report, leading off with Senators who favored open sessions save where national security is involved:

John Sparkman, Ala.; Lister Hill, Ala.; J. W. Fulbright, Ark.; J. Allen Frear Jr., Del.; Henry C. Dworshak, Idaho; William E. Jenner, Ind.; John F. Kennedy, Mass.; Hubert H. Humphrey, Minn.; Edward J. Thye, Minn.; Stuart Symington, Mo.; James E. Murray, Mont.; Mike Mansfield, Mont.; George W. Malone, Nev.; Styles Bridges, N. H.; H. Alexander Smith, N. J.; Clinton P. Anderson, N. M.; Herbert H. Lehman, N. Y.; William Langer, N. D.; Wayne Morse, Ore.; Price Daniel, Tex.; Estes Kefauver, Tenn.; Henry M. Jackson, Wash.; Warren G. Magnuson, Wash.; Matthew M. Neely, W. Va.; Lester C. Hunt, Wyo. (deceased).

Senators favoring open committee meetings "but with certain reservations":

Spessard L. Holland, Fla.; Herman Welker, Idaho; Everett M. Dirksen, Ill.; Guy M. Gillette, Iowa; Allen J. Ellender, La.; Russell B. Long, La.; Frederick G. Payne, Me.; Margaret Chase Smith, Me.; J. Glenn Beall, Md.; Robert G. Hendrickson, N. J.; Harry F. Byrd, Va.; Thomas A. Burke, Ohio; Homer Ferguson, Mich.

Senators who indicated in their letters "an open-minded attitude toward seeking a reasonable solution to the problem":

William F. Knowland, Calif.; Prescott Bush, Conn.; George Smathers, Fla.; Francis Case, S. D.; Lyndon B. Johnson, Tex.; Harley M. Kilgore, W. Va.; Alexander Wiley, Wis.

Senators "who replied to your Committee's letter but who ducked the issue":

John J. Williams, Del.; Homer E. Capehart, Ind.; John Sherman Cooper, Ky.; Karl E. Mundt, S. D.; Frank A. Barrett, Wyo.; Leverett Saltonstall, Mass.; Edward Martin, Pa.; Milton R. Young, N. D.

Senators who wrote "that they favored secret executive session of committees":

Barry Goldwater, Ariz.; Carl Hayden, Ariz.; Eugene D. Millikin, Colo.; Walter F. George, Ga.; Paul H. Douglas, Ill.; Irving M. Ives, N. Y.; Clyde R. Hoey, N. C. (deceased); Wallace F. Bennett, Utah; Ralph E. Flanders, Vt.; George D. Aiken, Vt.; A. Willis Robertson, Va.

Senators "who did not reply to your Committee's original and reminder letters":

John L. McClellan, Ark.; Thomas H. Kuchel, Calif.; Edwin C. Johnson, Colo.; Richard B. Russell, Ga.; Bourke B. Hickenlooper, Iowa; Andrew F. Schoeppel, Kan.; Frank Carlson, Kan.; Earle C. Clements, Ky.; John Marshall Butler, Md.; John C. Stennis, Miss.; Charles E. Potter, Mich.; James O. Eastland, Miss.; Thomas B. Hennings Jr., Mo.; Hugh Butler, Neb.; Pat McCarran, Nev.; Robert W. Upton, N. H.; Dennis Chavez, N. M.; John W. Bricker, Ohio; Robert S. Kerr, Okla.; A. S. Mike Monroney, Okla.; Guy Cordon, Ore.; James H. Duff, Pa.; Theodore F. Green, R. I.; John O. Pastore, R. I.; Burnett R. Maybank, S. C.; Olin D. Johnston, S. C.; Albert Gore, Tenn.; Arthur V. Watkins, Utah; Joseph R. McCarthy, Wis.; William A. Purtell, Conn.

LAMB COUNSEL HITS FCC 'RESUME' OF CHARGES BEFORE BRICKER, HYDE

J. Howard McGrath contends the Broadcast Bureau's detailed allegations are not a proper bill of particulars as urged by the Senate Commerce Committee and attacks public disclosure. Sen. Kefauver, confident of Mr. Lamb's loyalty, criticizes FCC's 'blank charge' proceeding in National Press Club talk.

COUNSEL for broadcaster-publisher Edward Lamb complained last week to the Senate Interstate & Foreign Commerce Committee and FCC Chairman Rosel H. Hyde that the Commission's "resume of allegations" in the WICU (TV) Erie, Pa., license renewal case does not constitute a proper bill of particulars and its public disclosure was unfair and damaging.

The renewal bid of Mr. Lamb's WICU goes to hearing Sept. 15 before Examiner Herbert Sharfman on issues alleging Mr. Lamb has lied to the Commission about previous communist associations, which ties he continues to deny. The resume was issued a fortnight ago by the FCC Broadcast Bureau. It purports to cite instances of Mr. Lamb's ties with the communist groups [B•T, Aug. 9].

Issuance of the resume was ordered by the Commission after it received a letter from Chairman John W. Bricker (R-Ohio) of the Senate Commerce Committee urging FCC to provide Mr. Lamb a bill of particulars. Mr. Lamb appeared before the Senate committee to protest confirmation of Comr. John C. Doerfer to a new term on FCC. Mr. Lamb testified Comr. Doerfer was the "key" to his troubles with the Commission but the attack was denied by Comr. Doerfer who subsequently was unanimously confirmed [B•T, July 5, June 28].

Mr. Lamb's counsel, J. Howard McGrath, former U. S. Attorney General, on Wednesday addressed Sen. Bricker and other members of the committee, "I am writing you this because I do not believe that a Committee of the United States Senate will tolerate this open defiance of the rules of fair play by the members of an administrative agency, which in reality is only an arm of the Congress. I trust that you and your Committee will give this matter your close attention."

Recalls Earlier Letter

In both his letters to Sen. Bricker and Chairman Hyde, Mr. McGrath recalled that the earlier Bricker letter to FCC advised the Commission to supply "names, dates and places" in a "bill of particulars" on its accusations. Not to do so violates normal judicial procedure and gives FCC the unfair benefit of surprise at the forthcoming WICU hearing, Mr. McGrath said.

Mr. McGrath protested public release of the resume of allegations "contrary to our understanding that it was to be furnished us without being made public."

He attacked sending of copies of the resume to FCC's unnamed witnesses against Mr. Lamb, which he said he was advised had been done. He told Sen. Bricker: "This, in my opinion, borders on coercion of witnesses, for they are thus told what they will be expected to sustain by their testimony."

"In addition," Mr. McGrath wrote Sen. Bricker, "I should point out that although the Commission stated in an earlier, widely-publicized pleading that it had information that Lamb was a member of the Communist Party, no mention was made in the resume of any such charge." The earlier pleading he referred to was the Commission's pre-hearing McFarland notice in the WICU case [B•T, March 15].

"Presumably the omission of the charge in the resume means that the Commission, after all the publicity, now admits it has no evidence that Lamb was a member of the Communist Party," Mr. McGrath continued.

Noting the resume contained "all of Mr. Lamb's denials of Communist Party sympathy or affiliation made subsequent to his receipt of the charges," the McGrath letter said "there is even included a charge that he made false representations" before the Bricker committee.

"This clearly has no relation to the basic charges and is tantamount to an assertion by the Commission that a citizen has no right to make denials of charges against him or to appear before and state his just complaints to a Committee of the Congress," Mr. McGrath stated. "The action of the Commission in 'heaping on' all of the subsequent denials by Mr. Lamb is obviously a belated attempt to add substance to and magnify the charges which it now realizes are rather tenuous."

Mr. Lamb (l) and Sen. Kefauver . . . at Comr. Doerfer's nomination hearing before Bricker committee.

The letter to Sen. Bricker continued:

It should be emphasized, Senator, that the forthcoming hearing is a rather unique proceeding in which Mr. Lamb is, illegally I believe, put in the position of having to prove a negative, namely that he is not and never has been a Communist or Communist sympathizer. The only way in which Lamb can defend himself is to deny all such charges and to impeach the witnesses who make them.

It is therefore necessary in this proceeding, more so than in any other, that we have the names of proposed witnesses in order to get background information concerning them so that we may properly cross-examine. I am sure you are aware, Senator, that one of the reasons for the discovery methods contained in the Federal Rules of Civil Procedure is to enable the parties to litigation in Federal courts to obtain the names of witnesses to be used by the opposing litigant. I think you will agree with me that a party certainly should be in as good a position before a Federal agency as he is in a Federal court.

On Tuesday, high respect for Mr. Lamb was voiced by Sen. Estes Kefauver (D-Tenn.) during a luncheon talk before the National Press Club of Washington. The Senator, who has defeated Rep. Pat Sutton (D-Tenn.) in their state primary, also termed FCC's "blank charge" investigation of Mr. Lamb a dangerous precedent.

Mr. Lamb and Lacey Reynolds, Washington correspondent for his *Erie Dispatch*, several weeks ago filed damage suits totaling $3 million against Rep. Sutton and several Nashville radio-tv stations as the result of the Congressman's statements on a talkathon during his campaign against Sen. Kefauver [B•T, Aug. 2, July 19].

Sen. Kefauver in June sat in on the Bricker committee hearing on confirmation of Comr. Doerfer at which Mr. Lamb testified (see picture). He later sent the committee a statement for the record expressing his "full confidence" in Mr. Lamb's loyalty and integrity.

Where Rep. Sutton's talkathon remarks went astray, according to the damage suits pending in court at Nashville, was his alleged reference to Sen. Kefauver as the "darling of the left wingers" who returned to Washington to appear in behalf of Mr. Lamb. According to the suits, Rep. Sutton labeled Mr. Lamb a "known communist" and noted Mr. Reynolds, former reporter for the *Nashville Tennesseean*, was working with him (Lamb).

Characterizations 'Very Serious'

Mr. Reynolds told B•T late last week both he and Mr. Lamb consider the characterizations "very serious" and said concerning the suits, "We are going to carry this thing through."

Sen. Kefauver, during the question-and-answer period following his prepared talk at the National Press Club Tuesday, was asked, "Would you comment on the attempt by your opponent in the recent Tennessee election to brand you as a communist sympathizer because of your friendship and association with the broadcaster Edward Lamb, and one of our colleagues, Lacey Reynolds?"

"I think it is unfortunate that in political campaigns statements like that are made," Sen. Kefauver replied concerning Rep. Sutton's talkathon characterizations of Messrs. Lamb and Reynolds. "There was an apology in a rather mild low voice a little bit later on," he added.

"I am very happy to say that I know Mr. Lamb," Sen. Kefauver continued. "Mr. Lamb is a good friend of mine. I think he is a fine American and I have no question about his loyalty whatsoever. I think he has done much for the section where he lives in and unless and until—I think it is very unlikely—he is proven guilty, I certainly will continue to have the high respect for him that I have at this time."

After paying tribute to Mr. Reynolds and his journalistic record, Sen. Kefauver said:

"I think that while I am talking about Mr. Lamb, I might say I think it is a very bad and dangerous precedent that is indicated by the procedure in the FCC merely charging in blank terms that somebody has been associated with communists in years back without giving them any specification or any names or anything that they can defend.

"It seems to me that it's almost as bad to ruin one's business as it is to blankly charge one of personal wrong doing without specifi-

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Be sure your proposed TV tower is designed specifically to meet your requirements. Get the features you want . . . with an Emsco tower design that is *unconditionally guaranteed.*

Emsco "Towers of Strength" meet rigid RTMA and AISC standards. As standard equipment on towers in excess of 500', tower and antenna top are equipped with built-in telephone system providing ground instructions for adjustment, maintenance and repair of electrical equipment. All towers are hot dip galvanized reducing maintenance costs . . . insuring long structural life.

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cation or without any chance of getting an indictment so that they can be heard. I hope that this present trend as indicated by what they have been doing to Mr. Lamb in the FCC is not followed.

"The charges made, even if later on he is completely cleared, which I am sure will be the result—in the meantime he has been done a great deal of damage on just that charge without any specification, without any names being given and I think that the procedure followed there is a very bad way to treat an American citizen.

"I hoped it would be reversed in line with the recommendations of the Interstate & Foreign Commerce Committee of the U. S. Senate at the time one of the Commissioners was confirmed recently, and I certainly hope that this kind of procedure which I think is just the opposite from everything that we think of as fair play in America, will not be further followed by the FCC or by any other governmental agency."

Meanwhile, FCC's Broadcast Bureau chief, Curtis Plummer, petitioned the Commission last week for "clarification" of its hearing order of June 4 setting forth formal issues and procedure in the WICU renewal case. Mr. Plummer acknowledged that the Broadcast Bureau, according to the order, must proceed first with presentation of its evidence against Mr. Lamb. But he questioned whether in one instance, that pertaining to formal Issue No. 2, Mr. Lamb should not bear the burden of proof.

Issue No. 2 seeks "to obtain full information with respect to the allegations made by Edward Lamb et al. in Paragraph 10 of the complaint filed in the U. S. District Court for the District of Columbia in *Edward Lamb et al. vs. Rosel H. Hyde et al.*"

Mr. Lamb's court complaint, which sought to halt FCC's probe [B•T, June 14, May 17], charged:

Only after issuance of the so-called "charges" by the defendants [FCC] did said defendants send to Toledo, Ohio, and Erie, Pa., at least three investigators who have attempted to induce citizens of those communities, falsely to testify that plaintiff Lamb was in fact affiliated or associated with the Communist Party; and in this connection they have offered and caused to be offered at least one bribe for such false testimony.

(a) Said investigators have further said publicly, "We are going to get Lamb and take WICU away from him."

(b) They have unsuccessfully solicited false testimony designed to impair said Lamb's personal reputation and integrity.

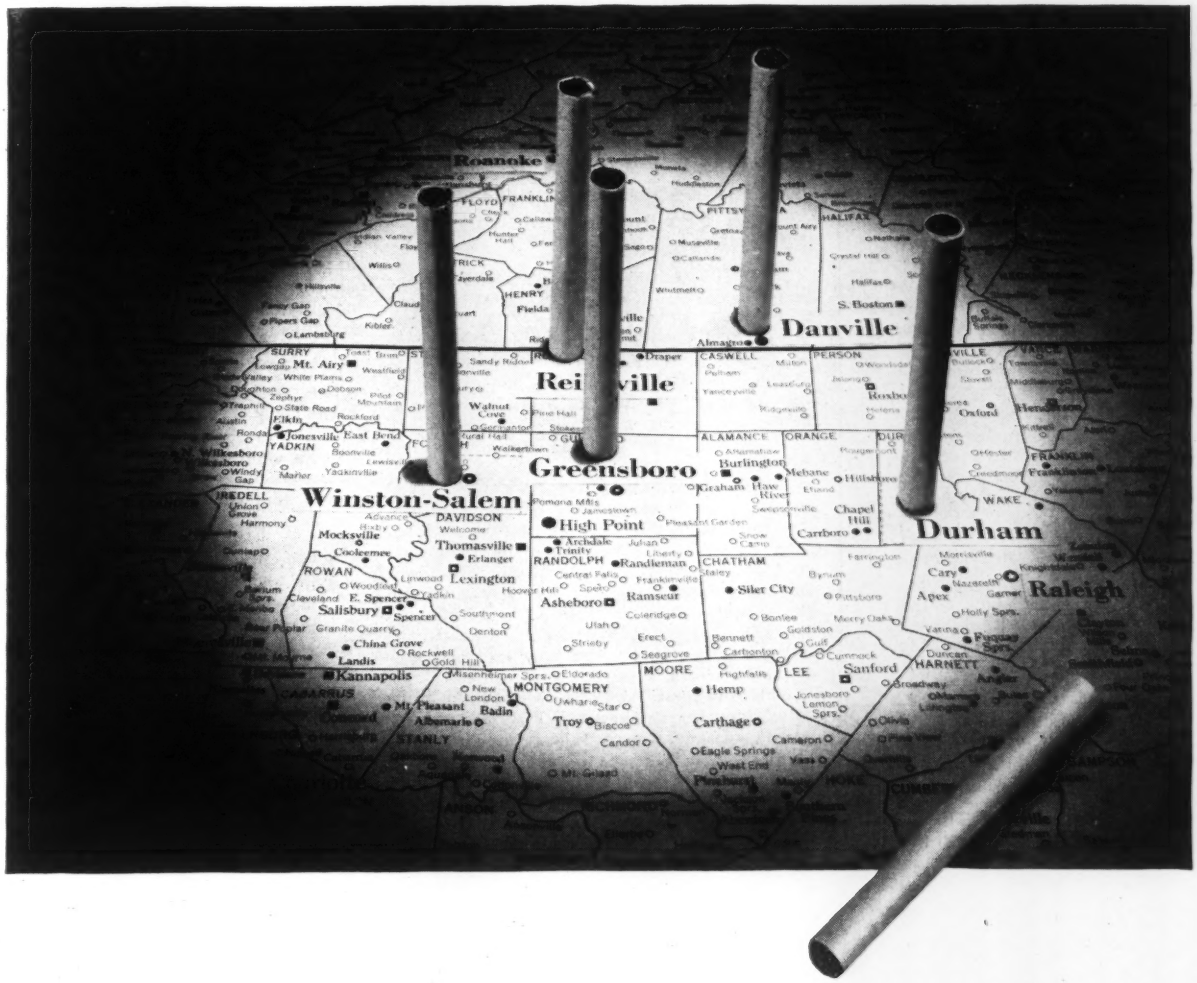
The Broadcast Bureau chief asked the Commission to clarify its June 4 order to require Mr. Lamb to proceed first with introduction of evidence on the bribery charges.

Mr. Lamb, before Mr. McGrath's letters to Sen. Bricker and Chairman Hyde, expressed concern over public release of the Broadcast Bureau's resume of allegations. On the afternoon of Aug. 6, the day the resume was disclosed, Mr. Lamb wired the Commission:

Wire services advise FCC so called bill of particulars of charges by unknown persons against me were turned over for publication by Curtis Plummer or his associates before being given to undersigned or counsel. Can I be advised whether this is the fact and whether same was furnished with knowledge or consent of members of FCC.

In a "straight wire collect" to Mr. Lamb on Aug. 9, FCC Secretary Mary Jane Morris replied in part:

Your information is incorrect. Your counsel, J. Howard McGrath, was furnished with four copies of the chief of Broadcast Bureau's resume of basic allegations at approximately 4:50 p.m. Aug. 5, 1954. He was advised that immediately thereafter copies would be filed with the Secretary of the Commission. The copies were so filed shortly before 5 p.m. Aug. 5, 1954. The filed documents did not become public information until approximately 11:20 a.m. on Aug. 6, 1954. You are further advised that at approximately 10 a.m. Aug. 6, 1954, a secretary from Mr. McGrath's office telephoned the Commission requesting an additional 12 copies of the above described document. These copies were promptly furnished.



here's a king size market

The tobacco industry is 'king size' in the Prosperous Piedmont. Planter and producer combine to make the Piedmont section of North Carolina and Virginia the world's largest producer of tobacco and tobacco products.

Payrolls are 'king size' too. The 1,700,000 people reached by WFMY-TV spend two billion dollars each year. They make up a lucrative agricultural-industrial region that is one of the top television markets in the nation. *Only* WFMY-TV reaches this entire Prosperous Piedmont.

To get 'king size' sales in this 'king size' market, **call your H-R-P man today.**

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Channel 2

GREENSBORO, N. C.

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New York — Chicago — San Francisco

CBS TELEVISION NETWORK

Basic Affiliate

Dog Days at FCC

FCC found itself on a quasi-vacation schedule last week, holding its regular meeting Thursday instead of the usual Wednesday, with Comr. E. M. Webster as acting chairman. Also present were Comrs. John C. Doerfer, Robert E. Lee and Frieda B. Hennock, who have no extended holiday plans for the present.

Comr. George E. Sterling has returned to Maine on vacation while Chairman Rosel H. Hyde is at home in Idaho until about Sept. 1. Comr. Robert T. Bartley, along with Chief Engineer E. W. Allen Jr. and Field Engineering & Monitoring Bureau Chief George S. Turner, is on an official Great Lakes ship radio inspection tour.

Comr. Webster leaves today (Monday) for a week's trip to Los Angeles where he will moderate a vehicular comunications panel at the annual West Coast meeting of Institute of Radio Engineers. Comr. Doerfer this week will be in Chicago at an American Bar Assn. meeting. Next week he makes talks to Georgia Assn. of Broadcasters, meeting Aug. 22-24 at St. Simons Island, Ga., and West Virginia Assn. of Broadcasters, Aug. 27-28 at The Greenbrier, White Sulphur Springs, W. Va.

Michigan Congressman Cites Work of RFE and VOA

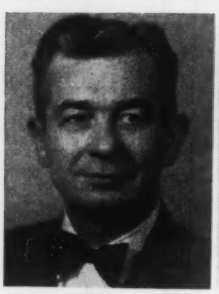
RADIO Free Europe and the Voice of America have been praised by Rep. Thaddeus M. Machrowicz (D-Mich.), a member of the House Select Committee on Communist Aggression headed by Rep. Charles J. Kersten (R-Wis.).

In a statement introduced into the *Congressional Record*, Rep. Machrowicz said he had concluded RFE and VOA were doing a good job while in Munich, Germany, with the Kersten group, which he said heard testimony favorable to both from witnesses returned from behind the Iron Curtain. Rep. Machrowicz said he also inspected in person RFE's facilities.

Boyer, Gilchrest Named To Savings Bonds Posts

HAROLD N. BOYER, former assistant to the director of advertising and promotion, U. S. Savings Bonds Div., Treasury Dept., has been promoted to advertising manager. His responsibilities include radio and tv promotion.

Marjorie Spriggs Gilchrest succeeds Mr. Boyer as assistant to Edmund J. Linehan, division director of advertising and promotion. She joined the bond radio unit in 1941 and was chief two years. After a post-war public relations stint, she rejoined the bond division in 1951.



MR. BOYER

MRS. GILCHREST

TWO STAY REQUESTS DENIED BY COURT

Court appeals against the grants of ch. 12 to Milwaukee and ch. 8 at Muskogee, Okla., denied. In third action court denies request seeking to dismiss CBS application for ch. 11 in St. Louis.

REQUESTS for stay orders against Milwaukee Area Telecasting Corp. (ch. 12 Milwaukee) and KTVX (TV) Muskogee, Okla. (ch. 8) were turned down last week by the U. S. Court of Appeals in Washington.

The court also denied a petition calling for the dismissal of the CBS-KMOX St. Louis application for St. Louis ch. 11.

No reasons were given in any of the three rulings.

Stay in the Milwaukee ch. 12 case was asked by WCAN-TV Milwaukee, operating on ch. 25 [B•T, Aug. 9]. The uhf station appealed from an FCC refusal to accept its application to change from ch. 25 to ch. 12. The Commission refused to accept the application on the ground that it was filed after the Milwaukee ch. 12 hearing had begun. Under FCC rules, no new application may be filed after 30 days before a hearing commences.

The Milwaukee Area Telecasting grant came after competing applicants WFOX and WEMP Milwaukee and Kolero Telecasting Co. agreed to merge with Milwaukee Area.

Concurrently with its appeal to the court for a stay order, WCAN-TV lodged a Sec. 309(c) protest with the FCC against the grant. Last week the Commission denied the WCAN-TV protest on the ground that the grant was made after a hearing.

The protest rule provides that objections can be made only to grants made without a hearing.

Protest Rule Provision

In its denial, the Commission scored the uhf station's activities in connection with the Milwaukee ch. 6 and ch. 12 cases (WCAN-TV after numerous legal moves was finally admitted as a party in the ch. 6 hearing for Whitefish Bay; it still has an appeal against the allocation pending before the appeals court).

The FCC said:

". . . we agree with MATC's [Milwaukee Area Telecasting Corp.] contention that Midwest's [WCAN-TV] action here is part of a 'calculated campaign to prevent the establishment of any additional television service in Milwaukee.' We wish to emphasize that the Commission fully appreciates the role of 'private attorneys-general,' that is, the special status of those who, because of their special interest, are well qualified to bring to the Commission's or the court's attention possible contraventions of the public interest. Petitioner's activities here, however—all patently aimed at delay and utilizing unsubstantial grounds—appear to us to fall considerably short of the proper role of such a private attorney-general. . . ."

Among the allegations WCAN-TV made in its protest against the merged Milwaukee Area grant was that possible common ownership of 10 tv stations was involved. It also questioned (1) the financial ability of Milwaukee Area to build the proposed ch. 12 station, (2) whether the grantee was the "real party in interest" in the grant and (3) the propriety of the $30,000 payment to Kolero Telecasting Co.

The Commission termed these charges "unconvincing," "vague," and "conjectural."

In the Muskogee case, KCEB (TV) Tulsa sought a stay of the FCC's grant to Tulsa Broadcasting Co. (KTUL Tulsa) for ch. 8 in Muskogee [B•T, Aug. 9]. It claimed that the proposed KTVX (TV) Muskogee would in fact be a Tulsa station and that this violated the allocation table. Its appeal to the court was from an FCC denial of its protest on the ground that the Muskogee grant came after a hearing. The protest provision in the Communications Act is applicable to grants made without a hearing. Grant to Tulsa Broadcasting Co. came after competing applicants *Muskogee Phoenix* and *Times-Democrat* and Ashley L. Robinson withdrew after the beginning of the hearing.

KCEB, which operates on ch. 23, claimed that the Tulsa Broadcasting Co. was promoting its Muskogee station as a Tulsa outlet "with no conversions necessary" to the detriment of uhf. It also claimed an overconcentration of control in that John T. Griffin and family own KTVX, KATV (TV) Pine Bluff, Ark., KTUL Tulsa, KOMA Oklahoma City, KFPW Fort Smith, Ark., and 50% of KWTV (TV) Oklahoma City.

St. Louis Amusement Co., mainly owned by the Fanchon & Marco theatre chain, asked the court to overrule the FCC and order the Commission to dismiss the CBS application for St. Louis' ch. 11. It argued that CBS was the best qualified of the five applicants, but it claimed CBS already had the limit of five tv stations and was ineligible for any more.

The Commission refused to accept this reasoning and the court appeal followed. The Commission held that the court appeal was premature, since the hearing was still underway and its final result not yet decided. The court apparently agreed with this viewpoint.

Rulings were made by Chief Judge Harold M. Stephens, Circuit Judge Henry W. Edgerton and Third Circuit (Philadelphia) Chief Judge John Biggs Jr.

In the Milwaukee ch. 12 case, Benedict P. Cottone represented WCAN-TV, J. Smith Henley, the FCC and Harry Plotkin, Milwaukee Area. The Muskogee case was argued by Arthur Scheiner, for KCEB; Stanley Neustadt, for the FCC, and Frank Roberson, for KTVX. Russell Hardy represented St. Louis Amusement Co. and FCC General Counsel Warren Baker, the FCC.

Senate Delinquency Group Hits at Block Programming

BLOCK PROGRAMMING came in for serious criticism in a report released by the Senate Juvenile Delinquency Subcommittee last fortnight.

Sen. Robert C. Hendrickson (R-N. J.) said the report was based on some early answers to queries sent to 152 leading radio-tv editors in the nation.

Although most of the writers defended the industry and opposed any regulatory reforms, heavy criticism was directed at the system of block programming. Some editors said they had "suspicions," but no evidence that horror stories have a deleterious effect on young minds.

Sen. Hendrickson said he stressed in his letter that "hundreds" of American parents have protested increasing crime and violence on tv, believing they contribute in some way to juvenile delinquency.

Parents, too, got their share of criticism, one editor saying parents leave their children with the tv set as "a sort of electronic baby sitter," with no guidance. Editors indicated that while tv is a mass medium and must be so programmed, responsibility should be shared between industry and parents.

Many parents also set a poor example for children by watching "phony wrestling matches and morbid, low-level soap operas," one editor was quoted as saying.

Keep it moving *with*

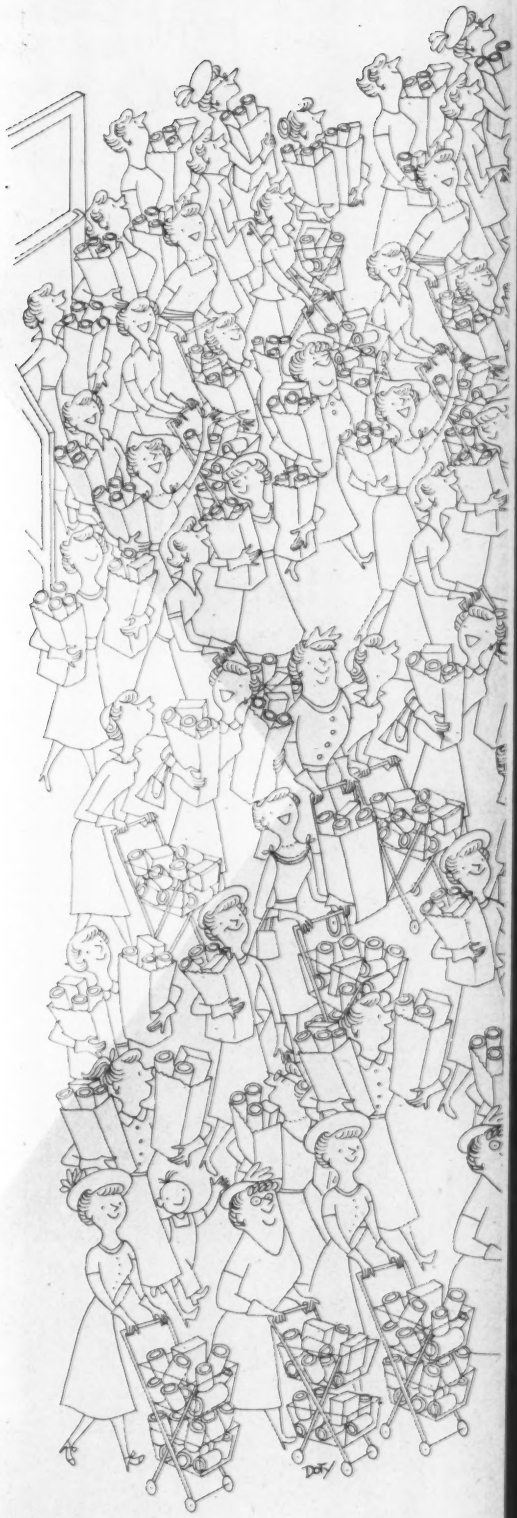
KMOX Supermarketing

The key to success for any product in supermarkets is a combination of aggressive advertising and alert, "heads-up" merchandising...a combination that keeps products jumping from carton to shopping cart in a constant, fast-moving flow.

In St. Louis, that key is KMOX Supermarketing...the most effective advertising-merchandising parlay available in the market. This double-barrelled plan combines the flexibility and impact of selling with St. Louis' most listened-to station (KMOX's average audience is 48% greater than the next station's)...plus "heads-up" merchandising in the area's biggest supermarkets. The plan includes 300 stores of the Kroger, A&P and National Tea chains...*responsible for 43% of all dollar food volume in the market!*

Call us for the complete story of KMOX Supermarketing.

Sources on request.



St. Louis • Represented by CBS Radio Spot Sales **KMOX**

ever hear about the test that made **Flint** famous?

Flint's famous test has nothing to do with dials and gauges . . . or with coincidental phone calls. It's simply the tough test of nationwide acceptance that General Motors products pass each year with flying colors. It means that each year GM sells more products to more people. And when GM does that, all of Flint earns more . . . spends more . . . because Flint is the largest GM plant city in the world, with a payroll to match. An example? First quarter individual earnings this year were a record $94.98 . . . 21% more than the previous high of 1951.* It's big money . . . in a big (293,400) market.

Why not make a test of your own in Flint? Let Katz show you how these big paydays can mean big sales when you use WFDF.

*Flint C of C figures, 1954

to sell Flint . . .buy Flint . . . and that means WFDF

Our 32nd year of service to Flint

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FLINT · MICHIGAN
NBC affiliate
represented by the KATZ agency
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WEOA Evansville—WOOD & WOOD-TV Grand Rapids

GOVERNMENT

IT'S ALL QUIET ON BRICKER FRONT

Although there is wide speculation in the radio-tv industry, the Ohio Senator has nothing new to announce on his uhf-network probe plans.

WHILE an uneasy industry speculated widely on the reasons for the Senate probe of networks, uhf and other aspects of television broadcasting [B•T, Aug. 9], key principals gave no further inkling last week of their choice of counsel or the direction which the investigation might take.

Sen. John W. Bricker (R-Ohio), chairman of the Senate Commerce Committee and prime mover for the investigation, said last week he had nothing to announce. The Ohio Republican said that he had been too busy with other matters to do any further work on the subject. Congress has been racing for adjournment, with the possibility it will finish its work this week.

Probe was officially announced by Sen. Bricker two weeks ago when he told Commerce Committee members that he intended having a study made by a special staff, to report to the committee when Congress returns in January.

Post of majority counsel was offered to former Ohio Congressman Robert F. Jones, now with the Washington radio-tv law firm of Scharfield, Jones & Baron. Mr. Jones served as an FCC Commissioner from 1947 to 1952.

Neither Sen. Bricker nor Mr. Jones would comment on the matter.

No Word From Johnson

Sen. Edwin C. Johnson (D-Colo.) said he had nothing to report yet on who the minority representative might be on the three-man special staff. Earlier, Sen. Johnson had said he had someone in mind for the position but that he was waiting to see who Sen. Bricker appointed.

Third man on the probe group will be Nicholas Zapple, committee communications specialist, who will act as coordinator.

Best information is that the special staff will begin work immediately after Labor Day. Whether full-scale hearings will be held, or whether the probe will actually be a "study" with its findings submitted to the full Commerce Committee for further action still remains to be ascertained.

Sen. Bricker warned two weeks ago that no surmises should be made until the special staff had been appointed and had conferred with him.

Although disputed by many observers on Capitol Hill, the conviction seems to be growing in the minds of industry figures that there is a close relationship between the forthcoming Congressional elections and the Bricker probe. It is felt that Republican leaders feel they are not getting a fair break by some network commentators. Involved here, it is understood, is not only the normal GOP-Democratic rivalry, but also the intramural Republican party struggle between the Eisenhower and "Taft" wing.

Some observers claim that Sen. Bricker also has a jaundiced view of networks' impartiality in their handling of his Constitutional amendment aimed at restricting the President's treaty-making power. He feels, these observers believe, that the networks did not give him enough time to "sell" his bill to the American public.

Bonus from Mt. Washington TV

YOUR PROGRAM COST

When you schedule a ½ hour program over Mt. Washington TV, you can save up to $250.00 a week — more than enough to buy the best ½ hour syndicated film program available.

Average time costs are 54% less than the combined costs of the three TV stations giving next best coverage.

KNOCKS OFF THREE

WMTW, transmitting from the top of Mt. Washington, covers most of the three states of Maine, New Hampshire and Vermont. Over 445,000 U. S. families live within the WMTW primary coverage area . . . 224,572 TV sets. RETMA — May 28.

PULLS IN MORE

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach — serves a one and a half billion dollar market — retail sales comparable to the cities of Richmond, Omaha, Akron, and Syracuse *combined*. On the air in August.

CBS-ABC

Mt. Washington TV

WMTW

Channel 8

John H. Norton, Jr., Vice Pres. and General Manager

REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, Inc.

WSIX-AM-TV AMONG FOUR SALES ASKED

WSIX-AM-TV Nashville goes for $800,000 to two local men; Beaman and Baker buy half of WLAC-TV Old Hickory (Nashville); Formby and Smith buy 20% of KTXL-AM-TV San Angelo; Michiana buys WHOT.

TRANSFER applications filed last week for FCC approval included WSIX-AM-TV Nashville, WLAC-TV Old Hickory (Nashville), Tenn., KTXL-AM-TV San Angelo, Tex., and WHOT South Bend, Ind.

• Two-thirds interest in WSIX-AM-TV was sold to two local Nashville business men for $800,000. New owners, with one-third interest each, are Robert Stanford, lumber and business supplies merchant, and W. H. Chriswell, real estate broker. Louis R. Draughon, present owner and general manager, retains one-third interest and continues as general manager of the stations [B•T, July 12].

Consideration is to be in the form of $500,000 cash and $300,000 in debentures.

WSIX-AM balance sheet as of June 1 filed with the application reported its fixed assets at $202,014 and total assets at $441,373. Working capital was listed as $253,592. Profit for Jan.-May, 1954 was reported as $13,071.

WSIX-TV balance sheet as of June 1 reported its fixed assets at $354,973 and its total assets at $55,339. Working capital was listed as $140,758. Profit for the January-June period was reported as $224,623.

• One-half interest in ch. 5 WLAC-TV was transferred to A. G. Beaman and T. B. Baker Jr. Purpose of the sale is to effectuate the merger of agreement for the ch. 5 facility, whereby Messrs. Beaman and Baker withdrew the competitive bid of their then owned WKDA Nashville in exchange for the option to buy the 50% interest [B•T, Aug. 10, 1953].

Messrs. Beaman and Baker since have sold WKDA to John W. Kluge and associates for $312,500 [B•T, May 3, 10].

• At San Angelo, 20% interest in KTXL-AM-TV was sold for about $26,800 to Marshall Formby and Lowell Smith. Purpose of the sale is to obtain operating capital. Mr. Formby is owner of KPAN Hereford, 40% owner of KFLD Floydada, two-thirds owner of KSML Seminole and one-third owner of KTUE Tulia, all in Texas. Mr. Smith is a rancher and banker.

• WHOT South Bend was sold by Universal Broadcasting Co. to Michiana Telecasting Corp. for $140,000. Michiana is owned by Notre Dame U. WHOT and Michiana were in competitive hearing for a new tv station on ch. 46 at Notre Dame, Ind. Michiana was favored in an initial decision for the ch. 46 facility after introduction into the record of the sale agreement [B•T, July 26, Aug. 2].

Universal Broadcasting is operator of WISH-AM-TV Indianapolis, WANE Ft. Wayne and WHBU Anderson, all in Indiana.

Now telecasting from our
NEW TOWER
with
MAXIMUM POWER
KFYR-tv
Channel 5
BISMARCK
KFYR-tv is now transmitting to an even greater portion of the heart of the rich Midwest market with 100,000 watts, maximum power. A 100 mile signal radius with a coverage area of 38,500 square miles. Let KFYR-tv (call letters familiar from over 30 years of outstanding radio programming) show you how to increase the power of your sales message to this booming Midwest market.
KFYR-tv
CHANNEL 5
BISMARCK, NO. DAK.
• Represented by JOHN BLAIR

FCC Approves Sales Of Seven Properties

TRANSFERS receiving FCC approval late last week included KCRI-AM-TV Cedar Rapids, Iowa, WGUY-AM-FM Bangor, Me., WPGH Pittsburgh, KCOK-KVVG (TV) Tulare Calif., KVSP and KFYO-AM-TV Lubbock, Tex., and KGNC-AM-TV Amarillo, Tex.

• Full ownership of KCRI-AM-TV was purchased for $101,500 by the *Cedar Rapids Gazette*, former 30% owner of the stations. The newspaper buys the 70% stockholdings of 11 other principals, including motion picture exhibitor Myron N. Blank and Harrison E. Spangler, former Republican National Committee chairman [B•T, July 19].

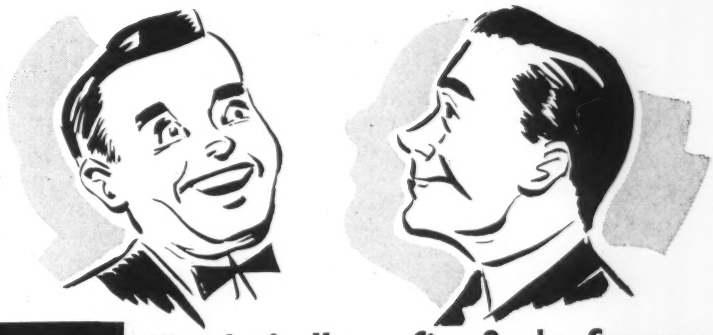
• WGUY-AM-FM was sold by Murray Carpenter to Sherwood J. Tarlow for $17,000 plus a four-year lease at $375 per month. Mr. Carpenter will retain the studio building and fm transmitter site, both needed for television. He is associated with WLBZ Bangor in the ownership of ch. 2 WTWO (TV) at Bangor. The ch. 2 grant was conditioned on his disposal of WGUY [B•T, June 21].

Mr. Tarlow is owner of WHIL Medford, Mass., and is applicant for new am stations in three Massachusetts cities—Beverly, Newburyport and Plymouth.

• WPGH was sold by Pittsburgh Broadcasting Co. to John Kluge and associates for $37,000 and assumption of notes for $10,933. Mr. Kluge is associated in the ownership of WGAY Silver Spring, Md., WLOF Orlando, Fla., KXLW St. Louis, WKDA Nashville, and Mid Florida Television Co., applicant for ch. 9 at Orlando.

• KCOK-KVVG (TV) was sold by Sheldon Anderson for $175,000 and assumption of liabilities not to exceed $478,000. The purchasing group consists of Cordell W. Fray, tv and motion picture producer; Byron J. Walters, Los Angeles municipal court judge, and Milton M. Stewart, in the building industry.

• KVSP Lubbock was sold to Gray Frank-



QUESTION: What do the Kansas City, Omaha, Syracuse and Phoenix markets have in common?

ANSWER: They're all served by a Meredith* Television Station!

Yes, in four important markets there's a Meredith* Station eager to serve you!

You can depend on a Meredith* Station for:

- ***Up-to-the-minute equipment***
- ***Top-notch production "know-how"***
- ***Sales results***

MEREDITH* TELEVISION STATIONS

KCMO-TV
KANSAS CITY, MO.

WHEN-TV
SYRACUSE, N. Y.

KPHO-TV
PHOENIX, ARIZ.

WOW-TV
OMAHA, NEBR.

KCMO-TV, WHEN-TV & KPHO-TV represented by The Katz Agency • WOW-TV represented by Blair-TV, Inc.

*Meredith Television Stations Are Affiliated with Better Homes and Gardens and Successful Farming Magazines

lin Maples and R. B. McAlister for $80,000. Messrs. Maples and McAlister are co-owners of KGMC Englewood, Colo.

• Control of KFYO-AM-TV Lubbock and KGNC-AM-TV Amarillo was transferred from the Globe News Publishing Co. to a group of voting trustees comprising Robert P. Snowden, Parker F. Prouty, Jeanne Kritzer, John L. McCarty and Grady Camp.

Campaign Spending Probers

MEMBERSHIP of a special House committee to investigate campaign expenditures of Congressmen, including amounts contributed for time on radio and television, was announced last week.

Chairman will be Rep. C. W. (Runt) Bishop (R-Ill.). Other members: Reps. Kenneth B. Keating (R-N. Y.), Howard H. Baker (R-Tenn.), Hale Boggs (D-La.) and Frank M. Karsten (D-Mo.). Such a group has been named by the House on election years for the past several Congresses and this time was authorized by H Res 439, authored by Rep. Bishop and approved by the House last month [B•T, July 26].

Clipp to U. S. Chamber Post

ROGER W. CLIPP, general manager of WFIL-AM-TV Philadelphia, has been named a member of the Committee on Business Statistics of the U. S. Chamber of Commerce. The committee will hold its first meeting in Washington Sept. 16. It will work for full restoration of regular censuses of manufacturers, minerals and business, and ways of using the data.

UHF'ERS BRISTLE AT FCC'S PROPOSAL FOR UHF SATELLITE, 'BUDGET' OUTLETS

Uhf Tv Assn. says it's ready to 'authorize proceedings before the FCC and in court, if required,' while Uhf Tv Industry Coordinating Committee officials meet in Washington to discuss 'implications.'

REACTION came quickly last week from uhf quarters to FCC's new plan to consider on a case-by-case basis applications for uhf satellite and "budget" stations which would not originate local programs. The reaction: opposition.

The board of directors of the Uhf Television Assn., one of two uhf industry factions, went so far as to "authorize proceedings before the FCC and in court, if required."

Officials of the other uhf group, the Uhf Television Industry Coordinating Committee, met in Washington over the weekend following FCC's brief notice of Aug. 5 and reportedly were concerned over the "apparent implications" of also allowing uhf satellites to vhf stations.

But this group's leadership has adopted a wait-and-see policy pending further conferences with Commission representatives to clarify the new order.

In brief, FCC announced that after Sept. 1 it will consider applications on a case-by-case basis for new uhf stations which will not be required to telecast local programs [B•T, Aug. 9]. These might be satellites of existing uhf—or vhf—stations or independent "budget" operations.

In cases where the new outlets are satellite to an existing station and located in adjacent communities, FCC said it would waive its duopoly rule if good cause is shown. In all other respects, the new stations must meet FCC rules and standards. These include the multiple ownership rule and various technical standards of tv coverage and power.

FCC indicated the whole purpose of the plan is to help uhf development by enabling uhf stations to expand their coverage with satellites so as to more nearly equal vhf coverage. A secondary benefit would be to allow vhf stations to fill in the holes in their areas by using uhf satellites, presumably where the expansion would not harm existing uhf.

Another purpose is to facilitate development of some form of uhf tv service in markets which otherwise could not support a station for some years to come.

Comr. Frieda B. Hennock, however, didn't go along with the Commission majority. In a dissent as long as the majority statement was short, Comr. Hennock held the plan rings the death knell for uhf since it allows entrenched vhf interests to "gobble up" uhf facilities and smother uhf competition by duplicating top quality network shows. Her parallel: the history of fm.

Uhf Tv Assn., headed by Lou Poller, operator of ch. 25 WCAN-TV Milwaukee, indicated particular objection to the provision of the Commission's notice on waiver of the duopoly rule, Sec. 3.636(a)(1). The rule forbids common ownership of tv stations which overlap their primary coverage areas.

'Without Prior Notice'

"This action of the Commission was taken without prior notice or opportunity for hearing as a mere statement of policy involving no suggestion of rule-making proceedinig," the UHFTA statement said. "It is vitally important to tv broadcast operation and the development of a nation-wide competitive television broadcasting system on the ultra high frequencies."

UHFTA continued, "One of the greatest virtues of the uhf band sufficient to overcome the embryonic state of the transmitters and receivers and requirements of higher power, is the large number of available adjacent frequencies. We told Congress [Senate Commerce Subcommittee probe of uhf] that only in the uhf band were there enough channels without intermixture to supply a fully competitive system of national networks and local stations throughout the country.

"The proposed policy strikes this solution of the monopoly question in its vitals. Under the guise of the authorization of new uhf stations, it appears that the Commission now proposes that an existing metropolitan station may consume from one to four or more uhf frequencies in one or more market areas to offer only one program through satellites.

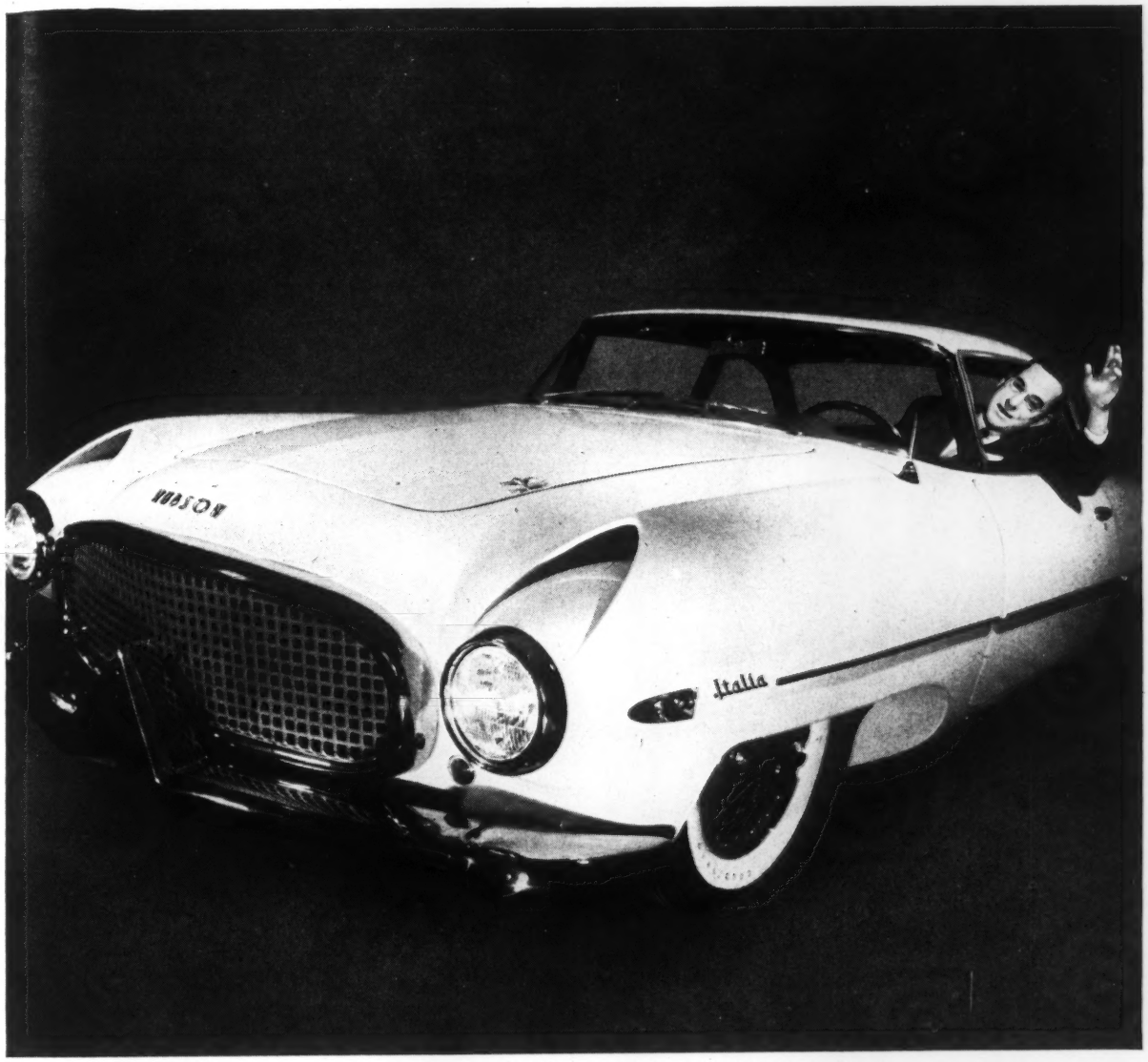
"There is no limitation stated as to the nature of the proposed satellite facilities except that they would be on a different frequency than the parent station. A uhf frequency would be consumed with a 1,000-w satellite."

Prepared by Washington radio-tv attorney William A. Roberts, UHFTA general counsel, the association's statement gave the following "possible effects" of the proposal:

(1) Key uhf frequencies available for elimination of intermixture will be consumed without material public benefit. (2) Merchants in cities adjoining metropolitan centers will be deprived of economical local advertising time in which to develop their business. (3) Independent uhf

ANY MPH

There's no speed limit when you place your advertisement in BROADCASTING • TELECASTING, BROADCASTING YEARBOOK, or TELECASTING YEARBOOK. Use any or all three, regularly, to zoom your story into the most acute, decision-making, important minds in the industry. It costs so little to make the greatest profit-making, prestige-making dent in America's greatest industries through America's greatest radio & tv publications. We know that and can back it with facts that'll leave you breathless.



Taking the wheel of Hudson Motor Car Co.'s "Italia," N. K. VanDerzee, V.P. in Charge of Sales, explains:

How a new Hudson avoids traffic problems!

"Here is the new *Italia*—a look into the future and the latest member of the Hudson family which includes the Hornet, the Wasp, and the Jet," says N. K. VanDerzee.

"But new design naturally creates new traffic problems—in the factory. It's a big job to prevent parts shortages from stalling assembly lines. Air Express is a tremendous help.

"As our Traffic Department puts it: One phone call, and it's a load off our minds. Air Express delivers in a matter of hours. This dependable speed gives us the safety margin we need to keep production rolling. We handle about 2,500 lbs. a month by Air Express. Naturally, we're thinking about speed. But our records show that most of our Air Express shipments also *cost less* than they would by any other air service!

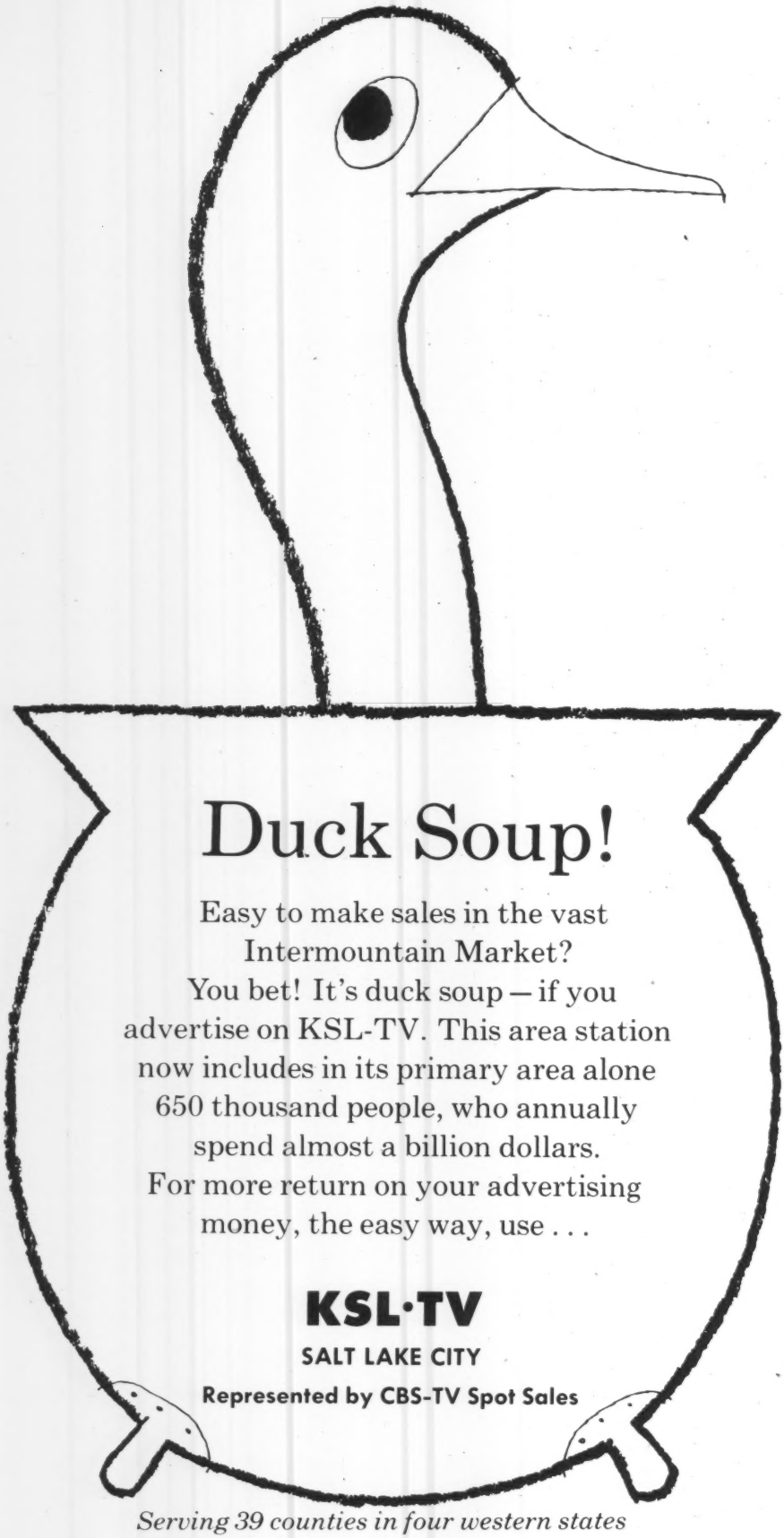
"Add to this the country-wide coverage and Air Express' ability to pinpoint shipments in transit, and you have some idea of why our Traffic Department turns to Air Express for our most urgent traffic.

"We in Sales are proud of our reputation for on-time deliveries of new cars. In large part, we owe that reputation to our Traffic Department—and Air Express."

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

AIR EXPRESS **Air Express**

GETS THERE FIRST *via U.S. Scheduled Airlines*


Duck Soup!
Easy to make sales in the vast Intermountain Market?
You bet! It's duck soup — if you advertise on KSL-TV. This area station now includes in its primary area alone 650 thousand people, who annually spend almost a billion dollars.
For more return on your advertising money, the easy way, use . . .
KSL·TV
SALT LAKE CITY
Represented by CBS-TV Spot Sales
Serving 39 counties in four western states

stations now relatively free of interference will be choked by major network outlets extended through so-called satellites. (4) Uhf independents lacking strong network connections and national advertising support because of monopolistic arrangements, cannot afford satellites extending their areas, and must face conversion problems if they do. (5) Fringe intermixture will be greatly expanded.

The "threat" to independently owned uhf operation, the statement continued, may be illustrated:

WLBC-TV, ch. 49 in Muncie, Ind., was one uhf independently owned station which expressed its satisfaction with present conditions before the Senate Subcommittee. It has all network availabilities, but lists CBS as its first network. However, within approximately 100 miles is WLWD (TV) on ch. 2 in Dayton, Ohio, an NBC affiliate; in Columbus we have WLWC (TV) on ch. 4, an NBC affiliate and WTVN-TV, an ABC affiliate on ch. 6. The only operating station in Toledo, ch. 13 WSPD-TV, is a Columbia affiliate. In Cincinnati, ch. 5, WLWT (TV) is an NBC affiliate and WCPO-TV is an ABC affiliate. Ch. 4, WTTV (TV) in Bloomington, Ind., has all networks except ABC, and is primarily an NBC affiliate. Under the proposed policy any of these stations could establish a satellite adjacent to Muncie providing the network and local programming only of the home station. Bloomington in turn could find itself with satellites of one or more networks in its back yard.

UHFTA asked its members to supply engineering and economic data for presentation to the Commission "to support revocation of this policy." The letter to members also pointed out "Comr. Hennock's dissenting opinion contains further suggestions for your consideration. Since the proposed policy seems to encourage further monopoly such as was sought to be discouraged in Sen. John Bricker's bill [see story page 56], it will be appropriate to advise him as chairman of the Senate Interstate & Foreign Commerce Committee of any need which exists in your opinion for legislative action."

Running Fight with Nunn

UHFTA also disclosed new developments in its fight with Gilmore Nunn, president of WLAP Lexington, Ky., whom it charged with running local newspaper advertisements against uhf. WLAP earlier this year suspended construction of ch. 27 WLAP-TV and reported its intention to seek allocation of a new vhf channel there [B•T, Feb. 22].

In a memorandum to Mr. Poller, made public by Mr. Roberts, the UHFTA counsel said FCC has refused to investigate the complaint.

The memo related that in March, Russell Rowell, Washington counsel for then applicant ch. 18 WLEX-TV Lexington, reported Mr. Nunn "had placed large advertisements in newspapers in the area advising the public not to waste their money on uhf converters and receivers. In his advertisement it was indicated that WLAP would provide vhf service later."

According to the memo, "the effect of the advertisement, plus other activities, was to practically preclude conversion of uhf sets in the area, and very few uhf sets were sold." The memo continued that UHFTA complained to FCC and asked for investigation while Mr. Rowell supplied the newspaper clippings.

UFHTA said FCC finally answered its complaint. The Commission reply, received Monday was quoted:

"In connection with our general consideration of matters affecting uhf television we have reviewed your letter of April 5, 1954, and the enclosures concerning the American Broadcasting Corp., Lexington, Ky., licensee of Station WLAP and WLAP-TV. You complain that American Broadcasting Corp. has published or caused to be published advertisements and releases in newspapers in Lexington, Ky., for the purpose of discouraging the sale of uhf television receivers to the public. You further request the Com-

KCBD
RADIO — TELEVISION
NBC
LUBBOCK, TEXAS
ANNOUNCES THE APPOINTMENT OF
Paul H. Raymer Company INC.
AS THEIR NATIONAL REPRESENTATIVE
BRYANT RADIO AND TELEVISION, INC.

mission to institute an investigation of the practices complained of and to issue a cease and desist order enjoining American Broadcasting Corp. from any of the acts of which you complain.

The Commission has carefully considered your letter and the enclosures. We do not believe that the facts before us warrant an investigation by this Commission as requested in your letter."

UHFTA concluded: "In the light of this attitude, what restraints are there upon unfair trade action to the detriment of the use of uhf?"

The officials of Uhf Television Industry Coordinating Committee who met in Washington to study the FCC notice were Harold H. Thoms, chairman, and Fred Weber, vice chairman. They met with counsel Benedict P. Cottone.

Mr. Thoms is operator of ch. 62 WISE-TV Asheville, N. C., and part owner of ch. 57 WCOG-TV Greensboro, N. C. Earlier this week his WEAM Arlington, Va., petitioned FCC to dismiss its bid for ch. 20 at Washington, D. C., in competition with WGMS Washington, citing multiple vhf stations operating there (see adjacent story).

Mr. Weber is manager of suspended ch. 46 WFPG-TV Atlantic City, which is asking FCC to allow installation of a directionalized vhf station there.

Sugg on Weather Committee

P. A. SUGG, executive vice president and manager of WKY-AM-TV Oklahoma City, has been appointed chairman of the Advisory Committee on Weather Services to the Secretary of Commerce. The committee will study weather service now being made available to the general public through the U. S. Weather Bureau, and make recommendations for improved service where necessary.

WOC-TV

Builds Telecasts that Build Sales

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—3/1/54	264,811
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

EXPECT CH. 20 TO WGMS AS WEAM DISMISSES BID

PROSPECT of an initial decision which would grant ch. 20 to WGMS Washington appeared near last week as suburban WEAM Arlington, Va., petitioned FCC to dismiss its competitive bid for the uhf assignment. Comparative hearing is pending before Examiner H. Gifford Irion.

WEAM explained its reasons for withdrawal as follows:

Petitioner has carefully studied the uhf television situation and has concluded that the prospects of a uhf television station in a metropolitan area with four established vhf services are so bleak that it has decided not to proceed. . . . The recent hearings before the Communications Subcommittee of the Senate Committee on Interstate & Foreign Commerce, conducted by Senator Potter, have revealed that wherever uhf must compete with vhf for listeners and programs, the disparity is so great that uhf cannot survive. Furthermore it appears that there are no prospects of obtaining programs of sufficient quality and quantity for petitioner's proposed station.

WEAM is owned principally by Harold H. Thoms, chairman of the Uhf Television Industry Co-ordinating Committee (see story, page 62) and chief owner of ch. 62 WISE-TV Asheville, N. C. He also is part owner of ch. 57 WCOG-TV Greensboro, N. C.

WOOK Washington holds permit for ch. 50. Other uhf assignment there is reserved educational ch. 26.

Senate Bill Seeks Ways To Simplify Agencies' Rules

A BILL passed by the Senate last week would put into action machinery to simplify and make more uniform the rules of practice before the various federal agencies.

Passed by the Senate on a call of the calendar, the bill calls for a nine-man commission to formulate general rules of practice and procedure for administrative agencies. The rules would be submitted to Congress by the Attorney General for review.

The bill (S 17) now goes to the House.

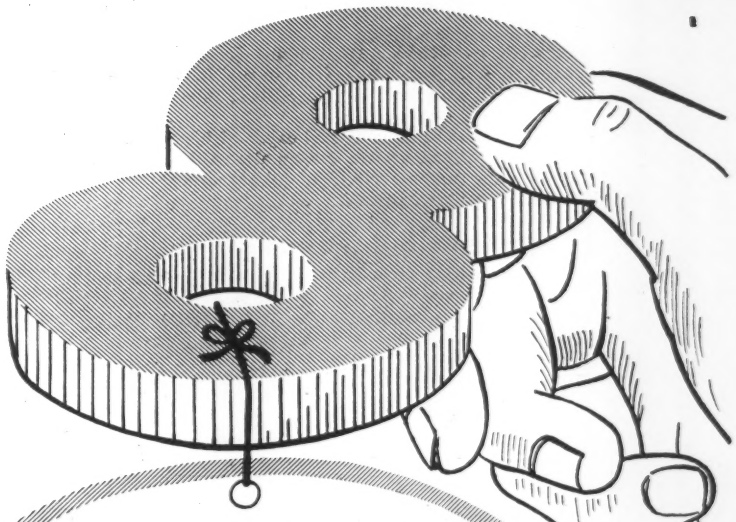
The commission would include the chairman and ranking minority member of the Senate and House Judiciary committees, one of the assistant attorneys general, the head of an independent agency designated by the President, a dean of a law school and a practicing lawyer versed in federal administrative law and representative of the legal profession.

The rules would not abridge, enlarge or modify "substantive powers or limitations respecting any agency nor may they provide or withdraw authority to hold hearings or to issue compulsory process." They would not deal with qualifications or requirements of persons practicing before agencies.

The bill calls for $25,000 for the commission, which would collaborate with advisory groups representing government agencies and private or professional interests.

St. Louis Hearing Delayed

THE HOTLY litigated St. Louis ch. 11 tv contest, scheduled to commence testimony today (Monday) before FCC Examiner Thomas Donahue, has been postponed until Friday because of conflicts among counsel with other proceedings. Applicants will present their cases, it was reported, in this order: St. Louis Telecast Inc. (WEW), St. Louis Amusement Co., CBS (KMOX), 220 Television Inc. and Broadcast House Inc. (ch. 36 KSTM-TV, suspended).



BIG REASONS
why you should buy WNHC-TV new haven

- Population — 3,187,684
- No. of Families — 940,989
- Retail Sales — $4 billion
- Drug Sales — $112,863,000
- Food Sales — $1,076,130,000
- Family Spendable Income — $6,178
- Only VHF in Connecticut
- Set Count — 702,032 (at 100,000 watts)

REPRESENTED BY KATZ

WNHC-TV

316,000 WATTS

RADIO TOO!

Channel 8

NEW HAVEN, CONNECTICUT

NEW ENGLAND'S FIRST COMPLETE BROADCASTING SERVICE

Johnson's Try to Restore Baseball Rule Falls Short

SEN. Edwin C. Johnson's bill to restore baseball's Rule 1 (d)—passed over by the Senate during the first session of the 83rd Congress last year—met the same fate last week as a hurrying Senate left it to expire on the books.

During a whirlwind session last Wednesday —when the Senate acted on some 400 calendar measures—the bill (S 1396) was passed over after several shouted objections from the floor. Among the objectors was Sen. George A. Smathers (D-Fla.).

The Colorado Democrat's measure would have restored baseball's former rule prohibiting broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park. Two members of the Upper House, Sens. Everett Dirksen (R-Ill.) and Russell B. Long (D-La.) were largely instrumental in having the bill smothered last year [B•T, July 20, 1953].

Sen. Johnson originally had expected his bill to pass with little trouble, but an alerted radio-tv industry and the NARTB quickly brought pressure to bear against it.

Copyright Bill Passed Over

AMONG BILLS passed over by the Senate on a call of the calendar last week was a measure to amend U. S. copyright laws to conform to the 1952 Geneva International Copyright Convention. It had been approved by the House the week before [B•T, Aug. 9].

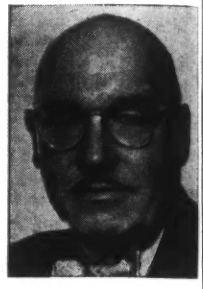
It would protect U. S. authors from pirating in countries signing the international agreement and specifies an international copyright symbol.

Goodbyes to Johnson

THE SENATE Commerce Committee gave a farewell luncheon to Sen. Edwin C. Johnson (D-Colo.) last Thursday in the committee rooms in the Capitol. Sen. Johnson, senior Democrat and former chairman of the committee, is retiring in January after three consecutive terms in the Senate to run for the governorship of Colorado. Sen. Johnson served four terms in the Colorado House of Representatives, one term as lieutenant governor and two terms as governor of his state.

USIA Appoints Raymond Guy To Broadcast Advisory Unit

RAYMOND F. GUY, NBC manager of radio and allocations engineering since 1929, has been appointed to the Broadcast Advisory Committee, Theodore C. Streibert, director of the U. S. Information Agency, said last week.



MR. GUY

Broadcast Advisory Committee, of which Judge Justin Miller is chairman, functions within the framework of the U. S. Advisory Committee on Information, and advises USIA on international information activities in radio, television and related fields.

The appointment of Mr. Guy, a veteran of 38 years in radio, brings BAC's membership to 11.

Said to have had the longest continuous experience of any broadcast engineer in the world, Mr. Guy started as a ship's radio operator and in 1916-17 was radio officer and inspector for Marconi Wireless Telegraph Co. In 1921 he joined WJZ (now WABC New York). From 1924-29 he was with RCA's engineering and research laboratories.

He is chairman of NARTB's Television Engineering Advisory Committee and vice president of Radio Pioneers. He was president of IRE in 1950-51. He belongs to Television Broadcasters Assn., Veterans Wireless Operators Assn., Society of Professional Engineers and Radio Executives.

FCC Favors WCBI Changes

WCBI Columbus, Miss., operated by Birney Imes Jr., was favored in an FCC initial decision last week for improved facilities. Examiner Claire W. Hardy proposed to grant the station a change from 250 w on 1340 kc to 1 kw day, 500 w night on 550 kc, directional. WCBI a fortnight ago received permit for a new tv station there on ch. 4 [B•T, Aug. 2].

AEC Tour Pre-Filming Plan

TELEVISION, newsreel and still photographers were allowed a week in advance to film their coverage of the Atomic Energy Commission's unclassified press tour of its National Reactor Testing Station in Idaho Falls, Idaho.

The press tour is scheduled Friday. Photographers shot their film last Thursday, the AEC said.

COLLEGE THIS FALL
for the
Kansas Farmer's Daughter

This fall thousands of Kansas farmers' daughters will leave for college. Sales-minded executives will heed this signal.

The needs, wants and purchases of our statewide farm audience are the same as those of the city family —with one big exception. The Kansas farmer's income is 58% above the national level*.

When making your sales plans, remember that WIBW is the greatest single selling force among these prosperous families. It's the station that has been their *first listening choice* for almost a third of a century.

*Consumer Markets '54

"See Your Caldwell Man"
WIBW
CBS RADIO

Ben Ludy, General Manager
WIBW, WIBW-TV, in Topeka
KCKN, in Kansas City

Come and Get it!

Michigan's Golden Triangle

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures — radios in nearly 100% of the homes — over 85% of the automobiles.

A package buy of these three strategically located Michigan stations offers you maximum coverage at minimum cost.

REPRESENTED BY

HEADLEY REED

WKMH
DEARBORN
5000 Watts
(1000 WATTS — NIGHTS)

WKHM
JACKSON
1000 Watts

WKMF
FLINT
1000 Watts

MAIL-SURVEYS OR POPULARITY POLLS

"Uncle Tom" Chase's Trail Time is First in the Omaha Area!

33,628

LETTERS POURED IN TO TRAIL TIME

(JUNE 1, 1953—JUNE 1, 1954)

This tremendous mail pull is only one indication of Trail Time's popularity.

LOOK AT THE RATINGS!

	Trail Time	Other Sta.
Pulse—May 1954	13.4	7.2
Hooper—April 1954	13	9
American Research Bureau—Feb. 1954	16.1	10.6

READERS OF TV GUIDE RECENTLY VOTED TOM THE MOST POPULAR TV PERSONALITY IN THIS AREA.

Trail Time can boost YOUR sales. Contact your Blair TV man or WOW-TV Sales Manager, Fred Ebener.

WOWTV

OMAHA • MAX. POWER • DUMONT • NBC-TV Aff.

A MEREDITH STATION — BLAIR TV, Rep.

Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines

WFPG-TV ASKS FCC DISCARD TV TABLE

Atlantic City's ch. 46 station petitions for the allocation of ch. 8 there while recommending discarding of tv allocation table and consideration of each application on its merits.

ALL-OUT recommendation that the FCC discard its tv table of allocations and act on applications on a case-by-case basis was made Friday by WFPG-TV Atlantic City, N. J.

Suggestion was made in a formal petition to the FCC by WFPG-TV, which ceased operating on ch. 46 last May, for the allocation of ch. 8 to Atlantic City, using a directional antenna to protect WGAL-TV Lancaster, 110 miles away.

WFPG-TV admitted that there will be some interference to WGAL-TV, but declared that this 3,744 sq. mi. Grade B overlap area (with population of almost one million) also received signals from WDEL-TV Wilmington, Del. Both tv stations are owned by J. F. and J. Hale Steinman and are NBC affiliates.

Petition was filed for WFPG-TV by former FCC General Counsel Benedict P. Cottone and former FCC Broadcast Bureau Rules and Standards Chief Arthur Scheiner. Mr. Scheiner played a major part in writing the FCC's 1952 Sixth Report and Order which ended the four-year-long freeze and established the nationwide allocations table.

The Atlantic City station's petition details the criteria used by the Commission to determine its allocations plan. It also analyzes the results of the Commission actions in following these guideposts and says they have not been successful.

For instance, it points out, the State of New Jersey, which ranks eighth in population, has only 14 tv assignments, of which only one is vhf (WATV [TV] Newark, N. J., part of the New York metropolitan area). Six of the 14 assignments are educational, WFPG-TV emphasizes.

This is compared to Texas, ranking sixth in population with 183 tv assignments, of which 51 are vhf, and Michigan, seventh in population with 20 vhf.

When the nationwide allocation breaks down as it has in New Jersey, the petition says, the Commission should consider each application on its own merits and if the public is better served, grant it without regard to the allocation table or mileage separations. If directional antennas will permit equalization of facilities they should be permitted, the petition declares.

In answer to the oft-repeated protest of FCC officials that they cannot authorize DAs in tv because no data are available, the WFPG-TV petition claims that until tv directional arrays are authorized, there can be no data. It estimates that a tv directional antenna system can be constructed for a 5 kw transmitter for about $140,000. It also calls attention to the stations using directionals in am today.

The Atlantic City station asks that the Commission change its rules to permit the use of directional antennas provided (1) that interference is no greater than permitted under present regulations, and (2) if interference is greater than now permitted, the Commission should still permit its use where it results in a more equitable distribution of tv facilities or where the interference does not diminish the number of services received by the public.

Under present regulations, directional antennas are verboten for tv—except where a slight modification of an omnidirectional pattern is permitted to more adequately cover an irregular service area

During the hearing on uhf before Sen. Charles E. Potter (R-Mich.) and his Senate Commerce subcommittee on communications a number of witnesses urged that the FCC permit the use of directional antennas so that additional vhf channels could be used in some of the more troublesome intermixed markets.

Making It Legal

BILL to incorporate the Foundation of the Federal Bar Assn. [B•T, Aug. 9] was passed by the Senate last week and has gone to the President for his signature. Measure (HR 9882) was drawn by an FBA committee headed by Justin Miller, former NARTB chairman. In addition to Mr. Miller, FCC Comr. John C. Doerfer also is an incorporator. The foundation is for the purpose of permitting the FBA to own its own building which will house the organization's library and offices. Mr. Miller is a past president of FBA.

KFJZ Bid in Clear

INTENTION of Fort Worth Television Co. to withdraw from the Fort Worth ch. 11 tv contest, leaving clear the bid of Texas State Network's KFJZ there, was reported Thursday in the local *Star-Telegram*. The paper quoted Fort Worth Television principals Raymond O. Shaffer and associates as withdrawing in order to expedite additional tv service there without lengthy litigation and "several years delay."

Gene Cagle, KFJZ president, was reported pleased with the decision of his competitor and estimated "we will be on the air by early next summer. Our plans are all ready to go." It is understood KFJZ will reimburse Fort Worth Television for expenses incurred to date but the formal agreement is not being worked out until this week. The ch. 11 hearing is scheduled before FCC Examiner Annie Neal Huntting Thursday.

Senate Drops Foreign Bill

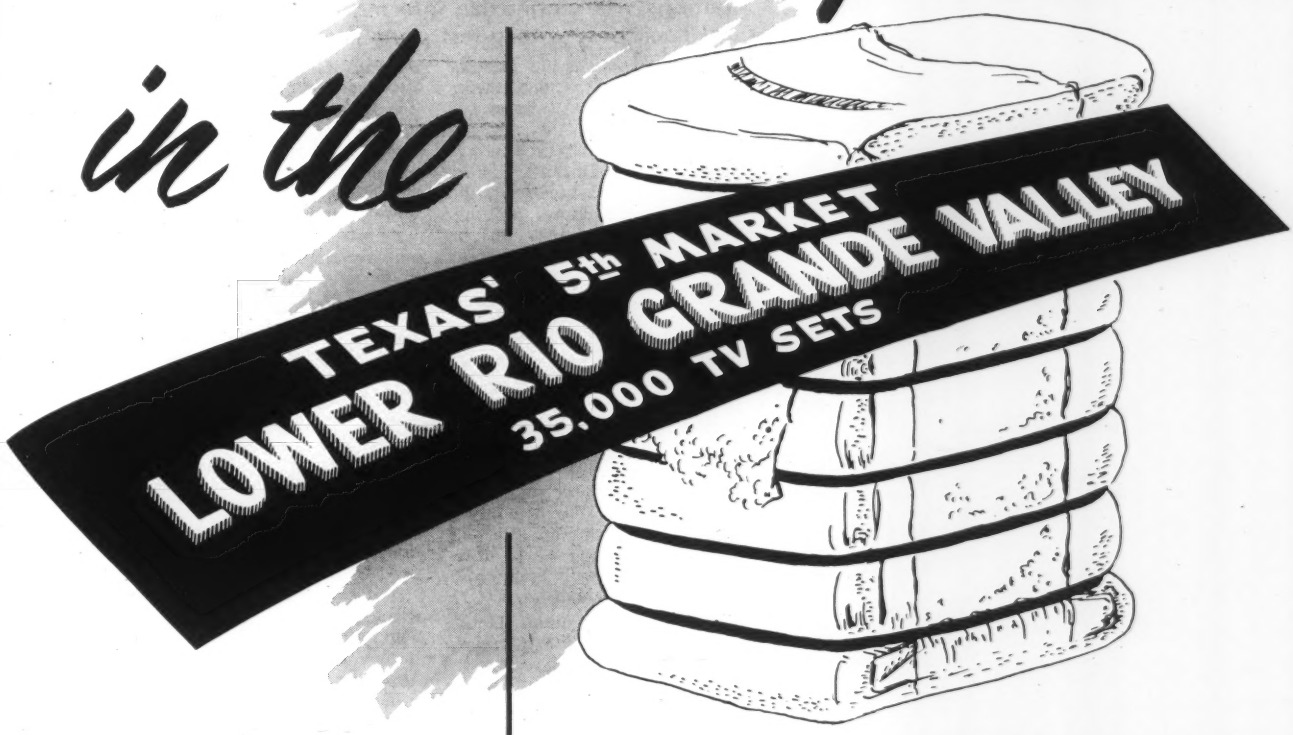
THE SENATE bill to require foreign agents making radio or tv broadcasts or writing published article to identify themselves and their foreign principals [B•T, Aug. 9], was passed over by the Senate last week on a call of the calendar.

The bill (S 521), introduced by Sen. Everett M. Dirksen (R-Ill.), was passed over by request of Sen. Robert C. Hendrickson (R-N. J.).

Two Fm Applications Filed

APPLICATIONS for a new Class B fm station at Albuquerque, N. M., and Atlanta, Ga., were filed with the FCC last week. CHE Broadcasting Co. filed for ch. 242 (96.3 mc) with ERP of 1.36 kw at Albuquerque. The Commission later returned this application as it was signed by the engineer after being notarized. The Atlanta bid by Glenkaren Associates Inc. is for ch. 225 (92.9 mc) with ERP of 10.878 kw.

$90,000,000 pickin's in the



Yes, sir...Mr. Time Buyer...$90,000,000 is ready NOW for picking in the Lower Rio Grande Valley...dollars that are coming from this year's cotton crop NOW being harvested. Will your client get his share of this $90,000,000??? Few Time Buyers realize this rich Lower Rio Grande Valley is the nation's 63rd market...and the fifth market in Texas. Few take advantage of its vast potential. The 378,000 people in the Valley have a combined effective buying income of $350,000,000. Farm incomes in this fertile valley average $12,500 a year per farm family, and last year over $284,080,000 was spent in retail sales.* Start getting your share of the nation's 63rd market today.

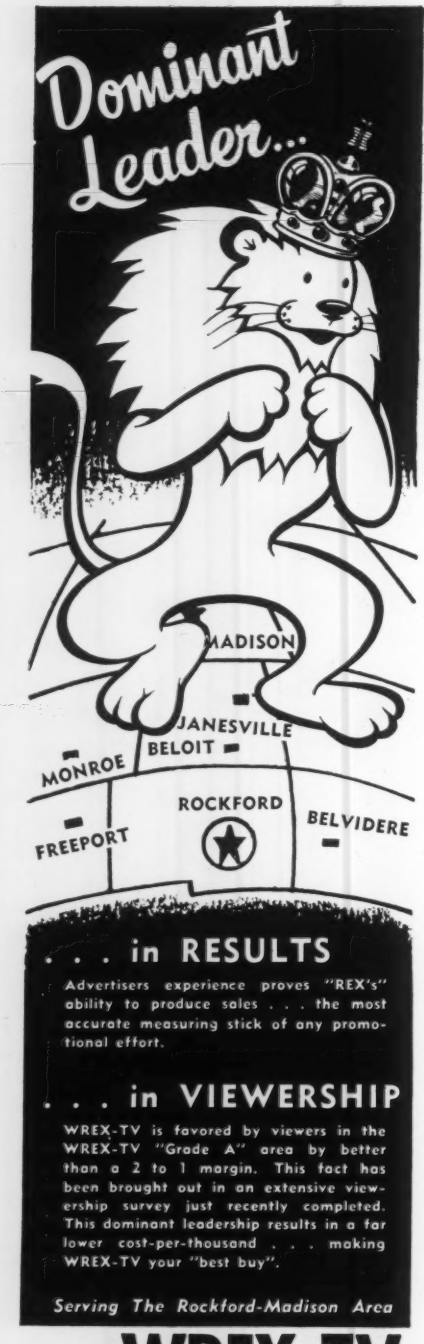
Wire Collect for Full Details

* *Sales Management.*

63rd Market in the U. S. with an E. B. I. of $350,000,000
(Effective Buying Income)

KGBT AM-TV
CBS AM-TV
channel 4
Rep. by John E. Pearson Co.

KRGV AM-TV
NBC AM-TV
channel 5
Rep. by Paul H. Raymer Co.


Dominant Leader...
MADISON
JANESVILLE
BELOIT
MONROE
ROCKFORD
FREEPORT
BELVIDERE
. . . in RESULTS
Advertisers experience proves "REX's" ability to produce sales . . . the most accurate measuring stick of any promotional effort.
. . . in VIEWERSHIP
WREX-TV is favored by viewers in the WREX-TV "Grade A" area by better than a 2 to 1 margin. This fact has been brought out in an extensive viewership survey just recently completed. This dominant leadership results in a far lower cost-per-thousand . . . making WREX-TV your "best buy".
Serving The Rockford-Madison Area
WREX-TV
13
ROCKFORD - ILLINOIS
NETWORK AFFILIATIONS CBS •ABC
REPRESENTED BY
H-R TELEVISION, INC.

NARTB DISTRICT MEETS OPEN SEPT. 9; TO STRESS UNITY, SALES, PROGRAMS

The 17 meetings will emphasize informal swapping of ideas rather than formal speeches, with guest panelists at each session.

NARTB will open its annual district meeting series Sept. 9 with a board-specified theme designed to solidify industry unity and to improve selling and program techniques.

While details of the 17 separate meetings haven't been completed by district directors and NARTB Washington headquarters, the general pattern has been developed. Following board instructions, the meetings will be long on informal swapping of ideas and short on formal speeches.

An idea tried out last year—use of industry executives from outside the district will be used on a broader basis in the autumn series. Last year a tv station manager from the Tv Board membership appeared at each meeting as a guest television speaker and panel director. The plan was well received, prompting the board to direct both radio and tv guest panelists at each 1954 district meeting.

The result will be radio and tv roundtable sessions at which delegates can kick their favorite topics around—much of the time behind closed doors. The plan is designed to draw participation of all delegates, with both radio and tv members joining the discussions.

At the opening meeting (Somerset Hotel, Boston) District 1 Director Herbert L. Krueger, WTAG Worcester, Mass., will have E. R. Vadeboncoeur, WSYR Syracuse, as radio guest and Clair R. McCollough, Steinman stations, as television guest. Mr. Vadeboncoeur is director of the neighboring District 2. Mr. McCollough is chairman of the NARTB Tv Board.

At the afternoon session of the first day Mr. Vadeboncoeur is to discuss some of the problems facing radio broadcasters, bringing them information and industry developments and techniques and then participating in the radio panel discussion.

John F. Meagher, NARTB radio vice president who will attend all 17 meetings under present plans, will lead what has been described at NARTB as "a real business huddle." Program framers are working on a way of continuing this discussion into the second day, taking the first-day discussion and drawing out concrete ideas about management methods and station-industry problems.

Director Krueger will open the first of the meeting series Thursday morning, Sept. 9. After naming of committees and other routine business matters, the meeting will go at once into operating problems. Ralph W. Hardy, NARTB government relations vice president, will base his part of the meeting on constructive ways of running a station and in addition will discuss ways of meeting destructive criticism and unwarranted attacks from pressure groups.

Charles H. Tower, NARTB manager of employe-employer relations, will cover station organization problems and management trends, along with personnel relations. Mr. Tower will have operating data based on a nationwide survey of radio-tv stations. This survey is nearing completion. William K. Treynor, NARTB station relations manager, will attend the meetings.

NARTB President Harold E. Fellows will address the Boston luncheon on opening day, although in some districts his talk will be heard at a dinner meeting. In view of the unprecedented mass of government problems facing the industry and the attacks from all directions, Mr. Fellows will emphasize the special need at this time for a solid industry front.

The unity theme will deal with the competitive problems of radio and tv in the media field, relating them to their common danger if they go separate ways and fail to team up in meeting attacks designed to split the electronic media. He will discuss the growth of state associations and their contribution to industry welfare and show how local, state, regional and national cooperation can head off lies, false charges and prejudicial government action.

The second day's agenda hasn't been nailed down but it likely will open with a recapitulation of the opening afternoon discussion. A feature of the second day will be a tv round-robin discussion, following the pattern of the radio session. The guest tv speaker will preside and at several meetings may be flanked by NARTB headquarters tv specialists. The district business session is scheduled at noon.

Theme of the tv discussion will be "How to Run a Profitable Tv Station." After Mr. McCollough's appearance before the New England district, the role will be taken Sept. 14 in District 2 (N. Y., N. J.) by Harold Essex, WSJS-TV Winston-Salem, N. C., for many years an NARTB board member. The Dis-

5.5 Billion Impressions Contributed By Radio-Tv in Support of Ad Council

RADIO and television, along with transportation advertising, were singled out in the 12th Annual Report of The Advertising Council as the media that had broadened their coverage of council public service messages during the year ended March 1, 1954.

It was noted in the report released last week that radio had stepped up its coverage through increased distribution and use of special radio station kit material. Regular weekly radio support was given to 17 top-priority campaigns, the report stated, with circulation through network programs alone amounting to 2½ billion home impressions (according to A. C. Nielsen Co.). The figure, it was pointed out, does not include "broad and consistent nationwide coverage" given by every radio station in the country and by ABC, CBS, NBC and Mutual.

The report said television circulation given to campaigns by sponsored network programs alone in 1953 was up 61% over 1952 and 247% over 1951. Total for 16 major campaigns and 18 other causes was said to amount to 3 billion home impressions (Nielsen figures).

Tribute also was paid to 18 advertising agencies which contributed a total of 25 volunteer teams of copy writers, artists, account executives and production personnel, who worked on Council materials, including radio and television.

YOU MIGHT RUN THE MILE IN 3 MINS., 58 SECS.—*

BUT . . . YOU NEED WJEF RADIO TO BREAK RECORDS IN GRAND RAPIDS!

CONLAN RADIO REPORT
METROPOLITAN GRAND RAPIDS
NOVEMBER, 1953

	Morning	Afternoon	Night
WJEF	29.6%	30.8%	33.1%
B	26.3	22.8	28.6
Others	44.1	46.4	28.3

WJEF serves 116,870 radio homes in the Metropolitan Grand Rapids Area. Conlan figures show that WJEF gets 9.6% more evening listeners than the next station, 25.2% more afternoon listeners and 12.6% more morning listeners. Yet WJEF actually *costs less* than the next station, at *any* time—and is CBS, too!

Let Avery-Knodel give you all the facts on WJEF—Grand Rapids' top radio buy.

AM-TV-FM

The Fetzer Stations

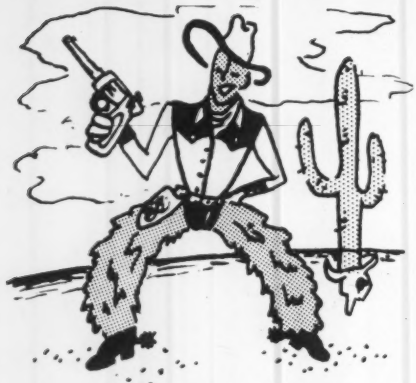
WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

** John Landy set this world's record in Finland, in June, 1954.*



The Greatest Draw In Wichita!.....

"BAR 16 RANCH" with "Cheyenne"

"BAR 16"	STATION "A"
Mon. – 24.9	17.8 (Amos & Andy)
Tue. – 15.7	16.2 (Superman)
Wed. – 25.4	10.3 (Kit Carson)
Thur. – 21.6	11.9 (Hopalong Cassidy)
Fri. – 24.9	5.4 (Range Rider)

*Source: ARB, April '54.

Plus Value!.....

"Bar 16" had a cumulative rating of 48.6 for the week April 8 thru April 14!

Cheyenne, popular local personality combines top western movies with his own special brand of yarn-spinning to give "Bar 16" a double-barreled pull!

See PETRY For Regional and National Participations!

KEDD

WICHITA KANSAS

NBC • ABC

REPRESENTED BY

Edward Petry & Co., Inc.

trict 2 radio speaker has not been announced. District 2 meets at Lake Placid Club, in northern New York State.

The District 3 (Pa., Del., Md., W. Va.) meeting will be held Sept. 16-17 at the William Penn Hotel, Pittsburgh, with George H. Clinton, WPAR Parkersburg, W. Va., presiding as district director. In general his meeting will follow the schedule of the first two sessions. Mr. Essex will be the television guest speaker.

James H. Moore, WSLS Roanoke, Va., will preside as his district (No. 4, N. C., S. C., Va., D. C.) meets Sept. 20-21 at the Cavalier Hotel, Virginia Beach, Va. Gov. Thomas B. Stanley, of Virginia, has been invited to the meeting. District 4 will not have a luncheon meeting the opening day. President Fellows will speak at the dinner slated that evening.

During the District 4 tv session a panel of delegates from each of the three states and D. C. will participate. It will represent vhf and uhf equally. Director Moore is setting up a two-day entertainment program for wives of delegates, including beach-club events and a tour of a battleship.

John Fulton, WQXI Atlanta, District 5 (Ala., Fla., Ga., P. R.) director, will be in charge of the Sept. 23-24 proceedings, to be held at the Daytona Plaza Hotel, Daytona Beach, Fla. His meeting will complete the East Coast leg of the series, with the itinerary moving to Little Rock, Ark., Sept. 27-28 where Director Henry B. Clay, KWKH Shreveport, La., will be in charge of the District 6 (Ark., La., Miss., Tenn.) meeting.

The series moves next to Louisville and on to Detroit, Lake Delavan (Wis.), Omaha, Minneapolis and through the Midwest and Mountain States to the West Coast. The series will wind up Oct. 18-19 at Spokane, Wash. (see complete schedule of meetings in UPCOMING, page 125).

BAB Backs Radio To Reach Consumers

RADIO's advantages over the newspaper as the only advertising medium capable of reaching all consumers and its effectiveness in pushing food and other products were outlined to station and agency executives at BAB clinics in the Midwest last week.

BAB representatives carried the "radio gets results" theme to Milwaukee and Chicago in back-to-back sessions, relating statistics vital to each of the markets and showing how radio can be used to better advantage over newspapers. Clinics were held Monday and Tuesday, with speakers including David Kimble, BAB director of local promotion, and Norman Nelson, director of national promotion.

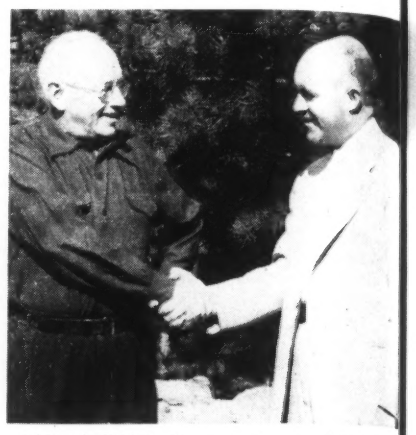
"Radio advertising is essential to advertising of food products," Mr. Kimble reminded Chicago executives at the Blackstone Hotel, because it's the only way you can reach everybody. The grocer already has a 100% market, he said. In Chicago, he noted, radio saturation is 98.7% among 1,794,000 families. Newspapers boast 82% but can't reach 324,000 families, while tv is 83% and can't reach 306,000 families. Grocers account for about 30% of the overall $1.5 billion spent annually on local radio advertising.

Mr. Kimble reported some 4,437,500 radio sets in metropolitan Chicago, with some 1,774,490 radio homes—representing twice as much as the circulation of all four local newspapers combined. Chicagoans spent $28 million on 699,388 new radio receivers in 1953. They listen 30,669,000 home hours each week, with the bulk of their sets outside the family living room.

In the Chicago metropolitan area are 839,000 kitchen radios which grocers can use to reach the housewife at the point of cooking. He reported 680,000 kitchen and 684,000 bedroom sets in use each day. He claimed over one million car radios in the area, noting that 76% of all traffic to supermarkets is done by automobiles, and that over 330 supermarkets and grocery chains are using radio successfully.

Mr. Kimble stressed that multiple listening is still largely "unmeasurable" even with Audimeters or other devices because listening is scattered over the household and outside the home. Radio's story, he emphasized, is that it reaches everybody, its cost is small, the grocer can afford repetition and saturation and radio works.

In Milwaukee, Mr. Kimble made a presentation on the use of radio by soft drink companies. Other Chicago sessions included a presentation by Mr. Nelson on automotive successes and discussions of creative selling and commercials.



RAY LIVESAY (l), president of Daytime Broadcasters Assn., met with Alf Landon, DBA vice president, at the latter's Estes Park, Colo., summer home to discuss the objectives of DBA. Mr. Livesay owns daytimers WLBH Mattoon, Ill.; WHOW Clinton, Ill., and KXGI Fort Madison, Iowa. Mr. Landon owns daytimer KSCB Liberal, Kan., and fulltimer WREN Topeka, Kan.

Montana Stations to Meet

FALL MEETING of Montana Radio Stations Inc. will be held Aug. 28-29 at Flathead Lake Lodge, Big Fork. Walter E. Wagstaff, KIDO Boise, Idaho, NARTB director for District 14, will discuss NARTB's membership campaign. John F. Meagher, NARTB radio vice president, will speak on the importance of state associations. FCC Chairman Rosel Hyde has been invited to the meeting. Beach barbecue and lake cruise are scheduled, according to Ian Elliot, KRJF Miles City, MRSI president. Ken Nybo, KBMY Billings, past president of MRSI, will be chairman of the resolutions committee with Don Treloar, KGEZ Kalispell, in charge of arrangements.

Doerfer to Address GAB

FCC COMR. John C. Doerfer will address the Aug. 22-24 meeting of the Georgia Assn. of Broadcasters to be held at King & Prince Hotel, St. Simons Island. Others on the agenda include John F. Meagher, NARTB radio vice president; Julian T. Rivers, advertising manager of Davison Paxon Co., and J. Frank Jarman, general manager of WDNC Durham, N. C., and NARTB board member for medium stations.

New Homes Mean New Markets

Yes, new homes *do* mean new markets! *Buying* minded markets! And, in Tulsa, new homes are being established at an astounding rate. Herewith are the accurate figures as supplied by Tulsa's utility services:

YEAR	ELECTRICITY	GAS	WATER	TELEPHONE
1950	67,422	62,895	53,062	98,274
1951	71,572	66,610	57,280	104,343
1952	75,420	70,039	60,310	112,790
1953	78,955	73,576	63,743	117,701
1954 (June)	80,539	74,957	66,585	120,128

And, herewith are the latest available Pulse figures for Tulsa:

PULSE, MONDAY - FRIDAY SHARE OF AUDIENCE, TULSA, FEBRUARY, 1954

Station	6 am - 12 noon	12 noon - 6 pm	6 pm - 10:30 pm
KVOO	**33**	**38**	**45**
"B"	21	18	23
"C"	20	21	15
"D"	5	5	5
"E"	9a	10a	x
"F"	9	5	6
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Homes using radio	17.9	20.4	20.0

In other words, if you want to reach a rich and tremendously growing market, Tulsa is a *must.*

And . . . if you want to reach and *sell* that market effectively and at the lowest cost per prospect, KVOO is a *must!*

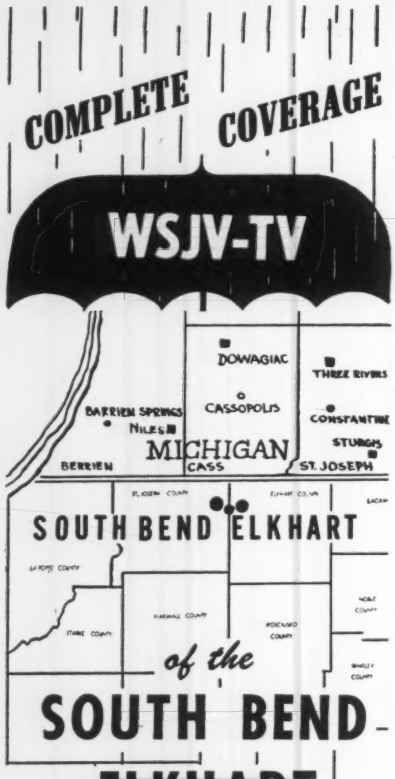
Remember, *more* people listen *more* of the time to KVOO than to any other station in Oklahoma's No. 1 market, and the more than 29 years KVOO has served the area has built up among listeners a faith in, and dependence on KVOO, unmatched by any other station. Your advertising message has more worth when heard over KVOO, Oklahoma's Greatest Station!

RADIO STATION KVOO

NBC AFFILIATE

50,000 WATTS — EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES — TULSA, OKLA.

OKLAHOMA'S GREATEST STATION



WSJV-TV
is the
ABC-NBC
AFFILIATE
in
South Bend-Elkhart
and the rich St. Joseph Valley

AN EXCLUSIVE UHF MARKET WITH MORE THAN 118,000 UHF SETS IN USE

For AUTHENTIC
Market and Coverage FACTS
call your

H-R TELEVISION MAN

WSJV-TV
ELKHART, INDIANA
John F. Dille, Jr. President
John J. Keenan, Commercial Manager

TRADE ASSNS.

Radio Fall Meet to Scan Color Tv, Transistors

COLOR TELEVISION and transistor developments will be scanned by electronic manufacturers at the annual Radio Fall Meeting to be held Oct. 18-20 at the Hotel Syracuse, Syracuse, N. Y. The meeting will be sponsored by the engineering department of Radio-Electronics-Tv Mfrs. Assn.; Professional Groups Committee of Institute of Radio Engineers, and RETMA of Canada.

Radio, tv and electronics industry engineers from the U. S. and Canada will take part in the discussions. Reports will be presented on work of sections and committees of RETMA, with 22 papers to be read. Dr. W. R. G. Baker, General Electric Co., will preside at the opening session Oct. 18. After a general session, the meeting will break into groups which will discuss reliability of component parts, tv receivers, radio-tv receivers and electron devices.

A uhf-vhf television tuner using pencil tubes will be explained by W. A. Harris and J. J. Thompson of RCA. Other papers will cover fringe-area performance, converters, fm circuits, automatic gain control of transistor amplifiers, high-voltage tubes for color tv sets, miniature tubes for the uhf band and reliability of transistor service.

Virgil M. Graham, Sylvania Electric Products, is chairman of the Radio Fall Meeting committee.

Film Distributors Renew Try for Trade Association

RENEWED EFFORT to form a trade association among major tv film distributors was set in motion last week as distributors laid plans to hold a conference shortly after Labor Day.

Preparations for the meeting next month were set at a preliminary session held several weeks ago by a small group of distributor officials, including John L. Sinn, president of Ziv Television Programs; Reub Kaufman, president of Guild Films Co.; John Mitchell, vice president of Screen Gems Inc.; Edward Madden, vice president of Motion Pictures for Television, and George Schupert, vice president of ABC Film Syndication. The upcoming meeting is expected to be attended by a large group from the tv film distribution industry.

This is the second major attempt to establish a trade group exclusively for tv film distributors. Several months ago, Ed Grossman, then comptroller of Guild Films, sought to organize a group of distributors into a unit that could deal with problems facing the industry as a whole.

NARTB Defends

NARTB members last week approved a resolution opposing use of the spectrum for commercial broadcasting by government or tax-supported institutions. It points out that the American system of free enterprise has created the world's highest living standard and is fundamentally opposed to direct competition with private enterprise by government or tax-supported institutions [B•T, July 27, May 31]. The resolution was submitted at the Chicago convention but was laid aside for mail balloting.

Miller Keynotes Conference

JUSTIN MILLER, former NARTB chairman and still a consultant to that organization, will make the keynote speech at the ninth annual Conference on Citizenship to be held in Washington Sept. 15-17.

FACTS & FIGURES

KIDS PICK THE BRANDS, PETRY SURVEY REPORTS

Station representative firm advises manufacturers of food products to sponsor children's tv shows.

THROUGH SPONSORSHIP of spot children's tv programs, manufacturers of food products for children can increase sales up to 200%, the television division of Edward Petry & Co., station representatives, asserts in a report being released today.

The study, titled "And a Little Child Shall Lead Them—To Your Product," is based largely on a survey published in June by the NARTB Television Information Committee [B•T, June 7]. It is pointed out that children's tv heroes establish strong brand preferences among 70% of all young viewers and that 89% of these viewers' parents buy the products their children request.

The Petry presentation sketches a number of success stories to illustrate its point—for instance, that Nehi Bottling Co. sales in one market jumped 200% in a year after the company decided to sponsor *Hopalong Cassidy*; that the Bireley plant in Atlanta boosted its volume from 6,000 cases a month to 5,900 cases a day during sponsorship of *Dick Tracy*; that WBAL-TV Baltimore received 2,167 letters in one day after a single 20-second announcement of a gift offer on *Cisco Kid*.

The report tells makers of children's food products:

"With spot tv, you have a choice of either a local or national children's hero—and, whichever you choose, the advantages are many:

"You reach your prime prospects—children.

"You reach their parents, those in charge of the family budget. In market after market, audience composition figures show that the adult share of audience on leading children's programs is almost as large as the children's audience itself.

"You can select your markets—as well as your programs, your times, and your stations—to parallel the distribution of your product, offering maximum schedules in some cities, testing campaigns in others.

"Scheduled in late afternoon or early evening, when time costs are lower, these spot tv programs can provide the basis for more economical, as well as more effective, tv advertising."

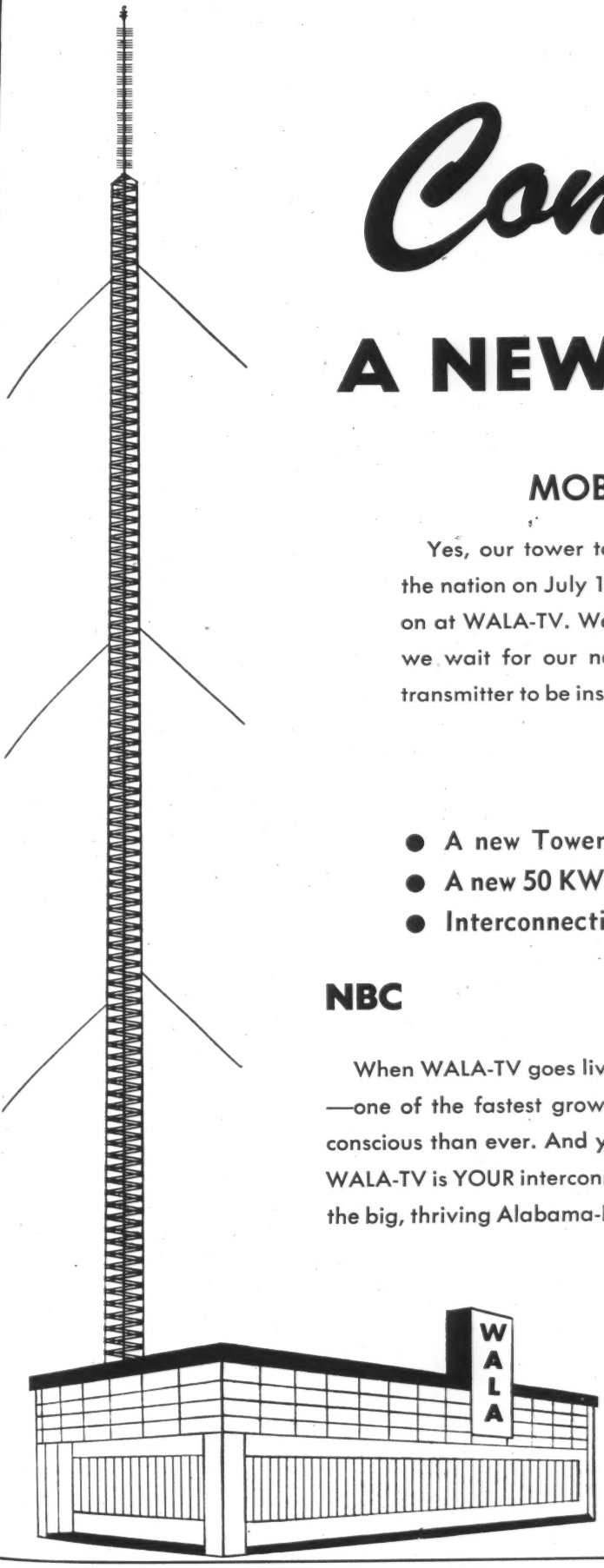
Retail Tv Receiver Sales Reach Record 6-Month High

SALES of tv receivers by retail stores reached a record level in the first half of 1954, totaling 2,805,760 as against 2,775,900 in the first half of 1953.

Radio sales (excluding auto sets) in June were the highest of any 1954 month, totaling 537,494. The June total last year was 449,116. Sales of radios by retail stores totaled 2,410,893 units for the first six months of this year compared to 3,017,196 in the first half of 1953. May 1954 radio sales totaled 386,152 sets.

June retail sales of tv sets totaled 351,885 units compared to 308,728 sets sold in May and 431,089 in June 1953.

Besides the retail stores, RETMA previously had reported production of 2,080,893 auto radios in the first half of 1954, including 336,733 produced in June. Most auto radios are sold directly to auto manufacturers for installation in new cars.



Coming!

A NEW WALA-TV

in

MOBILE, ALABAMA

Yes, our tower toppled and made headlines all over the nation on July 12. But true to tradition, the show goes on at WALA-TV. We're operating very successfully while we wait for our new 573-foot tower and new 50 kw transmitter to be installed.

SOON

- A new Tower, 732 feet above sea level
- A new 50 KW RCA Transmitter—316,000 ERP
- Interconnection September 26

NBC **ABC** **CBS**

When WALA-TV goes live September 26, the great Mobile trade area —one of the fastest growing in the nation—will be more television-conscious than ever. And you should be more conscious than ever that WALA-TV is YOUR interconnection with one of America's best markets—the big, thriving Alabama-Florida-Mississippi Gulf area.

The NEW

WALA-TV

Mobile's ONLY Television Station

Pape Television Company Inc.

CHANNEL 10, MOBILE, ALABAMA

Headley-Reed National Representatives

IN THE MAIL THIS MONTH, THE 1954-55

TELECASTING YEARBOOK-MARKETBOOK

the 500 page source-book you'll use daily for vital television business data.

ADVERTISERS • AGENCIES • STATIONS • NETWORKS • SERVICES

Note: If you're not already a B•T subscriber, or if your subscription does not include the Telecasting Yearbook please check and mail the order form.

Mail today to: Broadcasting • Telecasting
1735 DeSales St., N. W., Washington 6, D. C.

☐ Enter my subscription including the 1954-55 TELECASTING Yearbook—$9.00.

☐ Adjust my subscription to include the 1954-55 TELECASTING Yearbook—$2.00.

☐ Please send me . . . copies of TELECASTING Yearbook at $3.00 per copy.

name _____ title _____

firm _____

street _____

city _____ zone _____ state _____

CONTRACT making WFIL-AM-TV Philadelphia charter stations for the Nielsen Station Index there is signed by Roger W. Clipp, stations' general manager. Seated with Mr. Clipp is William R. Wyatt, Nielsen Co. account executive. Standing (l to r): Howard W. Maschmeir, executive assistant to Mr. Clipp; Kenneth W. Stowman, general sales manager; Jack Steck, executive program director, and Joe Zimmermann, director of advertising and promotion.

WFIL Stations Take Nielsen Station Index

WFIL-AM-TV Philadelphia, the *Philadelphia Inquirer* stations, under a contract signed with A. C. Nielsen Co. are that city's charter stations for the Nielsen Station Index, new mechanical-electronics system of audience measurement.

The NSI is described as the most comprehensive local audience study yet attempted on a continuing basis, combining diary reports and precision recording equipment.

NSI computations include all sets in the home and automobiles and reports show a four-week cumulative audience plus per program figures.

12 More Buy Nielsen

ADDITION of 12 new clients—two advertisers and ten agencies—as subscribers to its Nielsen Radio-Television Index services was announced last Tuesday by A. C. Nielsen, president of A. C. Nielsen Co., market research firm.

The Pet Milk Co. and Campbell-Ewald Co. have ordered the Nielsen Television Index Complete service, while NTI Ratings Reports have been requested by Doherty, Clifford, Steers & Shenfield. The Borden Co. has subscribed to the Nielsen Station Index Reports.

The following eight agencies also have ordered the station index reports: Benton & Bowles; Dancer-Fitzgerald-Sample; Foote, Cone & Belding; Lennen & Newell; Young & Rubicam; Marschalk & Pratt; Dan B. Miner, and Rhoades & Davis.

Production Workers' Pay Up

AVERAGE weekly earnings for June among Hollywood motion picture production workers, including those in tv film production, reached $130.38, the California State labor statistics bulletin reveals. This is an increase over the previous month's $124.33 average and over the $118.19 weekly average earned during the same period last year.

Film production workers averaged 43.2 hours employment weekly at $3.02 a hour to earn June 1954 pay, compared to 41.6 hours at $2.99 in May 1954 and 42.6 at $2.79 in June 1953, the bulletin breakdown stated.

Network Evening Shows Drop In Latest Nielsen for Radio

EVENING network radio listening suffered a sharp decline during the weeks of July 4 and July 10, according to a comparison of National Nielsen Ratings for those two weeks and NNR figures for June 20 and 26 weeks [B•T, Aug. 2].

The June weeks had maintained an average of 1,120,000 homes reached for once-a-week evening network shows. The following two weeks, which included the long Independence Day weekend, showed an average of 840,000 homes reached by the average once-a-week network evening program.

Evening multi-weekly and day shows, however, did not suffer an appreciable slump, the comparison of the same two succeeding periods indicates.

NNR ratings for July 4 and July 10 weekends:

Rank	Program	Homes (000)
Evening, Once-a-Week (Average for All Programs)		(840)
1	F.B.I. in Peace and War (CBS)	1,679
2	Nick Carter (MBS)	1,539
3	Best of Groucho (NBC)	1,539
4	Roy Rogers Show (NBC)	1,539
5	Gunsmoke (CBS)	1,493
6	Dragnet (NBC)	1,493
7	Arthur Godfrey's Scouts (CBS)	1,493
8	Yours Truly, Johnny Dollar (CBS)	1,399
9	One Man's Family (RCA) (NBC)	1,259
10	Gangbusters (CBS)	1,213
Evening, Multi-Weekly (Average for All Programs)		(700)
1	News of the World (NBC)	1,353
2	One Man's Family (Toni) (NBC)	1,353
3	Lone Ranger (ABC)	980
Weekday (Average for All Programs)		(1,399)
1	Wendy Warren and the News (CBS)	2,286
2	Romance of Helen Trent (T & Th) (CBS)	2,286
3	Young Widder Brown (Toni) (NBC)	2,239
4	Romance of Helen Trent (M-W-F) (CBS)	2,192
5	Aunt Jenny (CBS)	2,192
6	Our Gal, Sunday (CBS)	2,099
7	Stella Dallas (NBC)	2,052
8	Young Widder Brown (Sterling) (NBC)	1,959
9	Backstage Wife (NBC)	1,959
10	Ma Perkins (CBS)	1,912
Day, Sunday (Average for all Programs)		(560)
1	Shadow, The (MBS)	1,306
2	Cecil Brown Commentary (MBS)	1,259
Day, Saturday (Average for All Programs)		(886)
1	Stars Over Hollywood (CBS)	2,006
2	Robert Q. Lewis (H. Curtis) (CBS)	1,726
3	City Hospital (CBS)	1,679

Copyright 1954 by A. C. Nielsen Co.

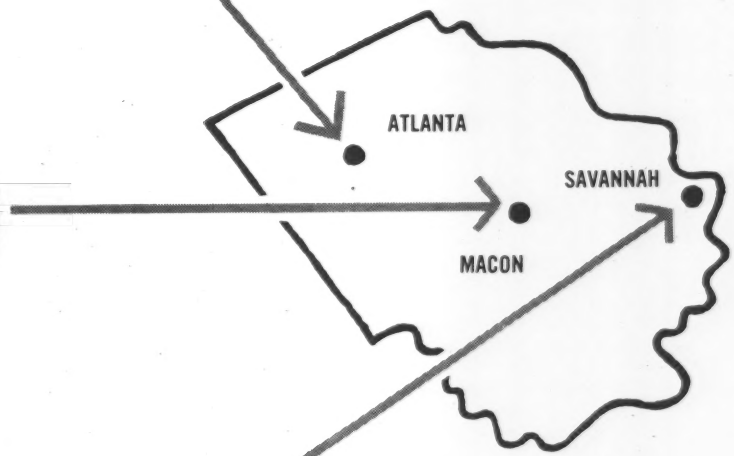
ONLY A COMBINATION OF STATIONS
CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000W • 590KC
CBS RADIO

MACON
WMAZ
10,000W • 940KC
CBS RADIO

SAVANNAH
WTOC
5000W • 1290KC
CBS RADIO



The TRIO offers advertisers at one low cost:

- **Concentrated Coverage**
- **Merchandising Assistance**
- **Listener Loyalty Built By Local Programming**
- **Dealer Loyalties**

IN 3 MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

AFM SPURNS FILM ROYALTIES PLAN

AMERICAN Federation of Musicians has rejected a proposal by a group of tv film producers to establish a new method of royalty payment to the music performance trust fund with respect to film programs using live music, it was learned last week.

A film producer spokesman told B•T that his group, consisting of networks and independent producers, had sought approval of a plan under which a sliding scale of flat fees would be paid for each run of a film show. James C. Petrillo, AFM president, has insisted that the current method of payment be continued under which producers pay 5% of the gross or revenue, based on station rate cards.

It was reported that Mr. Petrillo also is asking for a formal film labor agreement to run for five years, retroactive to Feb. 1, 1954. The old contract expired at the time, it was explained, and the musicians were working under terms of that agreement, although a contract for live television shows was signed during national negotiations last spring.

A producer source also told B•T that although the Federation has rejected the royalty payment formula, it is considering another proposal to relax restrictions on conditions under which musicians may play for incorporation into a tv film agreement. It was said that union rules on holidays and overtime were the prime source of concern to film producers.

Newspaper Guild Asks Rehiring of UP Writer

EXECUTIVES and attorneys of the American Newspaper Guild were directed to "exert every legal effort" toward reinstatement of Theodore S. Polumbaum former UP Boston staff member, discharged for refusing to testify before the House Un-American Activities Committee, in a resolution passed unanimously by the ANG convention in Los Angeles last fortnight.

However, delegates were deep in debate over a clause in the Guild constitution instituted by founder Heywood Broun that membership not be denied anyone on political grounds. Some delegates would amend this so that the Guild would not fight for Communist Party members.

Stagehands, Three Networks Reach Contract Agreement

NEGOTIATIONS between three major networks and stagehands of IATSE Local 33, Los Angeles, servicing Hollywod network operations, were "buttoned up" last week, with a new contract being drawn up and awaiting only the return of Local 33 business agent Carl Cooper from the IATSE national convention in Cincinnati for final signature. The old contract expired Aug. 1.

Major contract point is a 5 to 7% wage increase granted in several categories, with stagehands receiving $100 weekly (previously $93.50); head stage hands, $112 (previously $105), and construction shop foremen $117 (was $110). The union had asked for an across-the-board 10% increase [B•T, Aug. 2].

Representing the networks in negotiations were Eugene Purver, director of labor relations, CBS Hollywood; Oscar Turner, assistant to the director of public relations, NBC Hollywood, and Cliff Anderson, director of labor relations, ABC-TV Hollywood.

NABET Puts Complaints Before Arbitration Assn.

A COMPLAINT against NBC and other parties, alleging contract violations in connection with last July's All-Star baseball telecast, will be placed before the American Arbitration Assn. by the National Assn. of Broadcast Employees & Technicians (CIO) in Cleveland Sept. 15, it was reported last week.

NABET is threatening a $6 million suit against the network, Gillette Safety Razor Co., Maxon Inc. (its agency), the Cleveland Indians and baseball Comr. Ford Frick. Once the matter goes through arbitration, the union plans to proceed with the suit, George Maher, NABET executive secretary, told B•T Thursday. Ben Roberts Esq. will represent the AAA.

NABET is required under terms of its pact with NBC to submit the matter initially to arbitration, Mr. Maher said. It has charged a conspiracy to restrain trade, claiming the network violated its contract by failing to supply a union crew for the All-Star baseball telecast July 13. When NBC failed to supply help from either WTAM or WNBK (TV) Cleveland, its affiliates, the game was originated by WXEL (TV), which employs non-union help, according to the union [B•T, July 19].

The suit will be filed in circuit court for either New York or Chicago.

Writer Groups Plan Aug. 25 Meeting to Set Up New Guild

CONCURRENT meetings of the Screen Writers Guild and Radio Writers Guild in Hollywood, and of SWG and the Tv Writers Group of Authors League of America in New York, will be held Aug. 25 to ratify Writers Guild of America articles of incorporation and approve a constitution for the new group.

In a notice to SWG members, President F. Hugh Herbert stated that the meeting will constitute the last gathering of SWG as presently constituted and the first meeting of Writers Guild of America. The new group will start receiving membership applications Aug. 29.

Among matters to be discussed at the SWG Hollywood meeting will be disposition of the organization's present treasury, with a probable division between a major portion, to be held in trust, and a minor portion to be allotted to SWG-Tv Writers Group for its separate use.

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Dobeckmun to Handle 'Howdy Doody' Packaging

ARRANGEMENTS were completed last week between the Dobeckmun Co., Cleveland, and the Kagran Corp., New York, under which Dobeckmun will serve as agent for Kagran in the manufacture and sale of packaging materials bearing *Howdy Doody* names and likenesses as trademarks for the products of produce packers.

Trademark license agreements will be granted by Kagran Corp., owners and producers of the *Howdy Doody* television program, to terminal packers of fresh carrots, spinach, tomatoes, apples, lettuce and other selected food items, who will be authorized to use *Howdy Doody* characters on the package and on point-of-sale material.

NCTA Opens Wash. Office, Names Smith Exec. Secretary

NATIONAL Community Television Assn. has opened a Washington office, with attorney E. Stratford Smith as executive secretary, it was announced last week. Mr. Smith, formerly with the FCC Common Carrier Bureau, continues as an associate of the Washington radio-tv law firm of Welch, Mott & Morgan.

The organization represents more than 115 community tv systems.

NCTA's Washington office is at 710 Fourteenth St. N. W. Telephone is Metropolitan 8-1415. M. F. Malarkey Jr., Trans-Video Corp., Pottsville, Pa., is president of NCTA.

Curtis Plans Tv Magazine

PLANS for the publishing and distribution of a weekly magazine covering television and tv programming have been announced by Benjamin Allen, president of the Curtis Circulation Co. Robert D. Wheeler has been named editor and publisher and Jonathan Kilbourn managing editor. The magazine will debut this fall and carry both local and national advertising. Consumer price has been set at 15 cents.

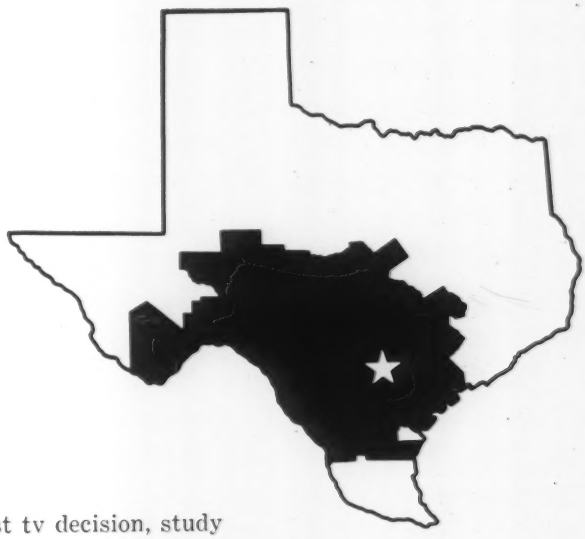
PROFESSIONAL SERVICES SHORTS

Lee Gottlieb, editor, New York edition of *TV Guide,* becomes eastern regional editor, headquartered in Philadelphia, where production of Chicago, Lake Ontario, Philadelphia and New York State editions will be handled; **Shi Kaneko,** production manager, Chicago edition becomes production and art director, eastern office; **Charles Shapiro,** national editorial staff succeeds Mr. Gottlieb.

Constance V. Collins, formerly with NBC publicity dept., to Dine & Kalmus, New York public relations firm, as administrative assistant. **Robert W. Bloch,** former radio-tv director, Toy Guidance Council, also to Dine & Kalmus as account representative.

F. D. Tellwright, vice president, Pacific Telephone and Telegraph Co.; **Hubbard Keavy,** bureau manager, Associated Press, L. A.; **J. G. Motheral,** vice president, BBDO; **Richard Moore,** vice president and general manager, KTTV (TV) Hollywood; **Charles Hamilton,** assistant to president, KFI Los Angeles, and **Robert Wolfe,** a vice president, Kenyon & Eckhardt Inc., Hollywood, named to statewide information committee, California div., American Cancer Society.

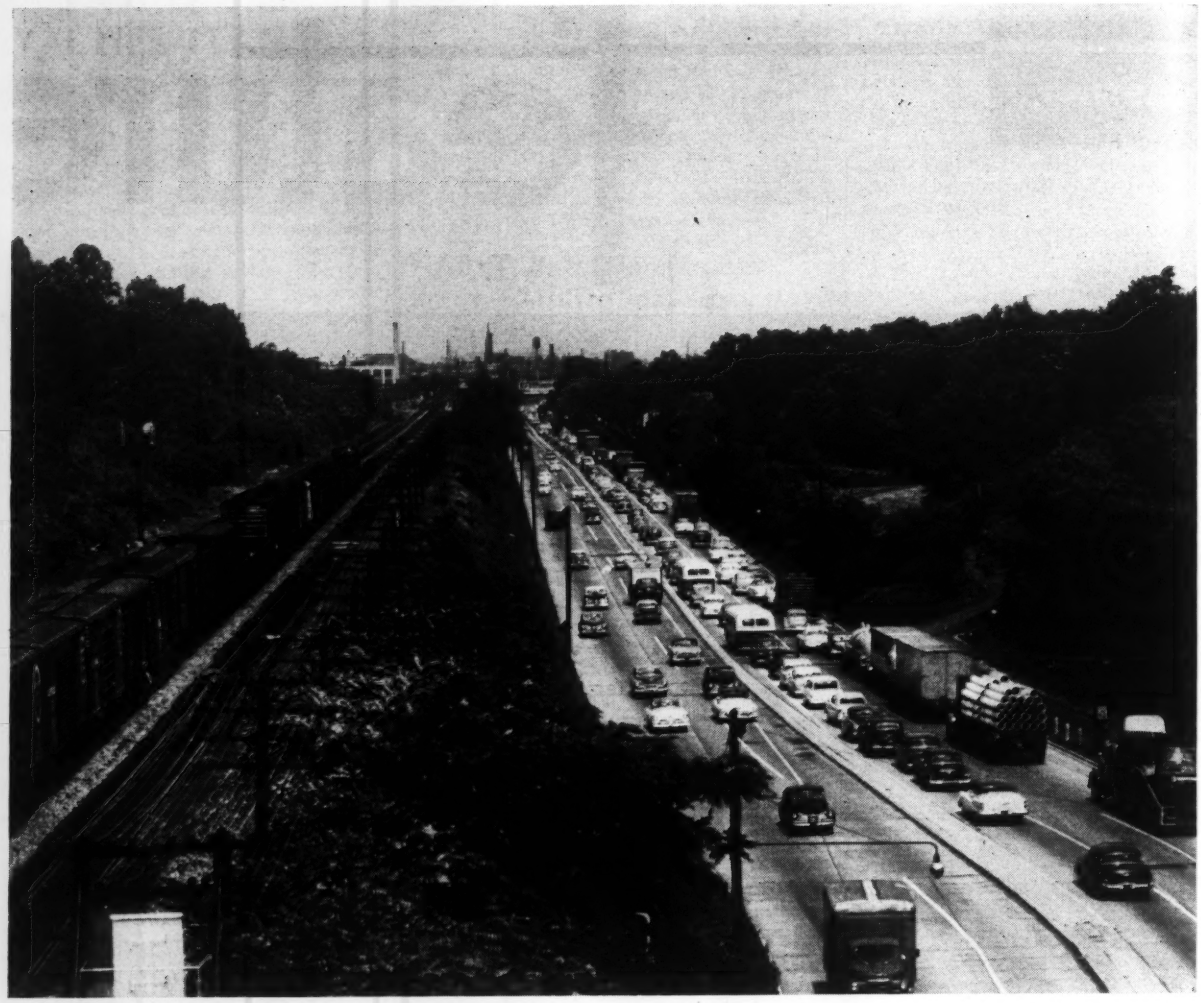
the picture people prefer



before you make your next southwest tv decision, study the **new hooper survey** of tv ownership, coverage and preference in the 71 county area surrounding san antonio.

you'll find important sales facts like these: **woai-tv** has 15% greater preference than the next san antonio station in the area less than 50 miles from san antonio. 50 to 100 miles away, **woai-tv** has 60% greater preference. over 100 miles away, **woai-tv** has 79% greater preference. **woai-tv** is the dominant san antonio station no matter how far or in what direction you go.

you should know these facts about a territory that has well over a million population, retail sales over a billion dollars . . . not counting metropolitan san antonio which has half again as much. get the whole hooper story from **nbc** affiliate **woai-tv** or **petry.**



"Glossy prints or mats of this photo available on request"

This is an air-view of Highway U.S. 22 in the State of New Jersey.

It is also a picture of what is wrong with federal and state transportation policy and why the taxpayer is the inevitable victim.

An inspection of the picture will reveal that the highway is paralleled by an important railroad right-of-way. This railroad right-of-way, its stations, its signaling and its safety devices were purchased and are maintained by the railroad using them.

The highway, on the other hand, was built and is maintained out of public funds.

Yet commercial traffic—in the form of big trucks, operated by big trucking corporations—not only clutters up the highway but burdens it with traffic that could move with greater real economy over the adjacent rails.

So long as the trucking corporations fail to pay their fair share of the cost of highway construction and maintenance—and continue to benefit from a subsidy, paid out of tax money — highway costs will remain disproportionately great and highway congestion and danger will tend to increase.

The Eastern railroads do not seek subsidy or advantage for themselves. They ask only the opportunity other businesses have —of being able to compete on a free and equal basis—a condition that, in our competitive economy, works ultimately to the benefit of all, particularly the taxpayer ... Eastern Railroad Presidents Conference, 143 Liberty Street, New York 6, N. Y.

TV TIME POPCORN: HITCHED TO A STAR

AN EASY-TO-MAKE POPCORN HAS FOLLOWED TELEVISION INTO THE PARLOR

by John Osbon

A GOODLY PORTION of popcorn consumption has been transported from the local neighborhood theatre to the parlor of many a snack-hungry televiewer—thanks to television itself and the foresight of a Chicago motion picture executive.

What was a mere $240,000 business two years ago has now exploded into a $3-4 million sales bonanza for B & B Enterprises, the corporate name for Tv Time Foods, makers of Tv Time popcorn. With the addition of new facilities and more markets, it easily could become a $9 million business by the end of 1955.

Everybody eats popcorn, of course, but apparently only Ben Banowitz, president of this fast-growing firm, foresaw the potentialities of a specially-prepared, hermetically sealed cellophone bag containing oil, seed and salt—all the ingredients for home-popping.

Perhaps no other company of its size and type owes its growth and rapid expansion more to television than Tv Time Foods. It is a video success story that defies comparison.

The company spends about 75-90% of its ad budget in the visual medium. It recently completed negotiations for sponsorship of Gene Autry's syndicated *Annie Oakley* film series in a number of markets starting this October—a $2 million package itself [B•T, July 5].

With Tv Time popcorn's growth—the evolution of production techniques and machines, testing grades of corn, importing of nut oils—has come, quite naturally, an expansion of television usage from local through regional to national levels. The product will be in 75 new markets by fall.

Tv always was a natural for Tv Time popcorn. Mr. Banowitz explains:

"Sight and sound when applied to a functional package such as ours not only shows the package in detail but also the simplicity of its use, and affords demonstration."

Mr. Banowitz has been associated with the Allied Theatres of Illinois the past four years, serving as secretary-treasurer, and owns two theatres. He owned four back in 1948—and therein lies the genesis of his success and the kernel of an idea that brought relatively swift rewards.

Like many another theatre owner, Mr. Banowitz became wary of tv's early inroads on theatre box office receipts. He noted that, while ticket sales swooned, popcorn and candy sales in the lobby were picking up. That's when he decided to sell two of his four movie houses.

"I decided then and there to be half right or half wrong," he recalls with a smile. In the end, he proved to be more right than wrong, because he further observed that popcorn receipts were pacing those of candy in his and other nearby theatres—and, indeed, accounted for 60-80% of all confectionery sales. He also thought he detected the tv handwriting on the movie house wall.

Mr. Banowitz "anticipated the rise of television to the point where it would seriously affect motion picture house attendance. That happened in 1948-49. I decided that people who ate popcorn in theatres also would eat it at home, even if they had to pop it themselves." He also felt strongly that one day in the not too distant future movies would be shown on home tv.

Ben Banowitz became fascinated with seed research as far back as 1947, while in the theatre business, and attended Purdue U., Lafayette, Ind., where he studied "popcorn economics." He looked into a variety of problems on packaging. (Among the vital facts of popcorn life he learned: it should be heated at 400 degrees, with ideal machine moisture of 13½%; it is the only grain not specifically treated; it has four times the protein value of milk, more calcium than liver, and as much iron as spinach.)

Tv Time popcorn first was tested in certain midwest and eastern markets in 1951, with supplies placed on the shelves of one grocery chain and perhaps 100 independent stores. Then, as now, the ingredients consisted of two and a half ounces of corn kernel, one and a half ounces of imported nut oil refined by a Banowitz process, and four and a half grains of salt. Each package is guaranteed to provide three quarts of popcorn at 15 cents a throw.

Mr. Banowitz and his co-workers set to work in earnest developing a machine (the product is never touched by hand in the actual packaging process). It took 12 months of night and day effort.

Then B & B enterprises went into tv, at first on a limited scale, in the fall of 1952.

B & B utilized spot participations on children's shows in seven midwest markets, although it had actually tested the product in the East at the outset. It gave away everything from Schwinn bicycles to pedigree pups, and made use of a limited schedule of radio announcements too.

From 1952 to 1953 there was a "spectacular growth," according to Sherwin Robert Rodgers, head of the advertising agency bearing his name, who took over the account early this year after sharing it with M. M. Fisher Assoc. in 1953. Both the product itself and the commercials had been pre-tested and found adequate. The lone remaining difficulty of perfecting the package had been achieved, too, and Tv Time Foods was on its way up the pathway of success.

Today, Tv Time popcorn is in about 98% of the major chains and supermarkets east of St. Louis, according to Mr. Rodgers, and plans to expand beyond its present 19 to 75 markets. Among the chains which carry the product now: Great Atlantic & Pacific Tea Co., Food Fair, Kroger Stores, National Tea Co., Jewel Foods and Safeway stores.

The real saturation via tv came about last fall. It started with a daily participation on WCAU-TV Philadelphia's *Junior Hi-Jinx* and full sponsorship of *Patches* on the same station. Business was placed too on WCBS-TV's *Space Funnies*, WOR-TV's *Merry Mailman* and WABC-TV's *Jolly Gene*, all in New York, as well as on other kids' shows.

Until this past March, B & B Enterprises

TV TIME's major advertising effort will be sponsorship of the syndicated *Annie Oakley* film series on 105 stations. Those concerned with the arrangements sample the product they'll push (l to r): Bill Edwards, eastern sales manager, CBS-TV Film Sales; Mitch J. Hammelburg, Annie Oakley Productions; Ben Banowitz, president of Tv Time Popcorn Co.; Les Atlass, vice president and midwest director of CBS-TV, and Gene Autry of Gene Autry Productions.

pitched its commercials directly at child televiewers. It changed its policy to appeal to adult audiences as well, starting with a two-station ABC network participation on the *Jerry Lester Show* (New York and Chicago). It also launched an ID campaign in 20 major markets, utilizing 20-second spots.

B & B's most ambitious undertaking thus far is its pact for the *Annie Oakley* film series, starting in October, on some 105 stations throughout the country, according to Mr. Rodgers. The program will be carried on an alternating-week, national spot basis, with Canada Dry expected to pick up the co-sponsorship tab in the bulk of markets. Tv Time plans to back up this series with spots in an additional 20 areas—those where the *Oakley* programs cannot be made available—at least until Jan. 1. Radio will be used where there are no tv facilities.

Like many another snack entrepreneur, Mr. Banowitz is cognizant of the obvious tieup possibilities with beverage firms, especially those making soft drinks (like Canada Dry and Dr. Pepper). It hopes to set up arrangements with such companies in subsidiary campaigns.

The *Annie Oakley* films are destined to run two years with six months out for hiatus, according to Mr. Rodgers. The contract was placed through Mr. Rodgers' agency, which specializes in food accounts, and which has prospered by taking on the B & B business. It is opening a New York office and plans shortly to launch a Los Angeles branch, while adding merchandising personnel. Mr. Rodgers attributes his agency's growth in no small degree to Tv Time's own success.

So gratifying have been B & B's results that it plans to cover the whole 48 states plus Canada and Hawaii by this fall. It is readying a 59-cent multiple package comprising four of the 15-cent units and guaranteeing 12 quarts of popcorn. It also will contain a premium for pencils and other merchandise.

Premiums have played an important part in the acceptance of Tv Time popcorn. When B & B Enterprises goes into a video market for the first time, a premium offer is almost sure to be utilized.

The chain of events is simple. B & B appoints a broker and goes into the market (like Denver, to use Mr. Rodgers's example) with a special offer, in conjunction with newspaper advertisements. When it buys a program or participation, B & B offers the premium. It contacts the dealer or merchandiser at the local level and arranges for store placards and displays.

In this way Tv Time Foods has managed to grow from an estimated gross of $1,200,000 in 1953 to a potential $3 million for 1954. It took in $1 million for the first three months of this year alone, with two machines, and hopes to double this figure for the remaining nine months with the addition of other machinery.

Mr. Banowitz estimates he has produced —and sold—some 35 million packages in three years, which, at the rate of 15 cents each, would represent a healthy intake of $5,250,000. But this would be a mere drop in the bucket compared to the gross from 100 million packages he envisages for the not too distant future.

With doubling of output by fall because of two new machines, Tv Time Foods should reach the rate of 2.5 million packages each week. It hopes to triple production and gross by next year.

Things seem to be popping more at Tv Time Foods than they ever did in Mr. Banowitz's theatres.

TELEVISION — A KEY TO UNDERSTANDING

TELEVISION as a major key to international understanding was stressed by two Voice of America executives last week upon their return from separate tours of Europe and South America.

Vestel Lott, chief of VOA's Central Program Services Div., said his visit to the tv centers of Europe "convinced me more than ever that television has the greatest potential yet devised for building international understanding," and that "we at the Voice of America are determined to take advantage of every opportunity presented."

Sidney M. Berry, VOA television development officer, said his trip to Latin and South America convinced him that although the U. S. has "lost a lot of friends in Latin America during the past years," through tv "we have an opportunity of rebuilding the ties in the western hemisphere" provided both the U. S. government and industry study the needs of the respective countries and cooperate in building an international network.

Messrs. Lott and Berry, who spoke at a luncheon for industry executives and trade newsmen in New York on Wednesday, were presented by J. R. Poppele, VOA director and former vice president of Mutual and WOR New York, who told the group that "although many countries are five, 10 or even 20 years behind us in television, it is eagerly awaited by people everywhere" and "we are seeking at the Voice of America to be in on the ground floor of world television."

Mr. Poppele explained that VOA's objective aside from telling the story of U. S. foreign policy, is to create desire for American films and kinescopes so that they will be regarded as a basic part of programming as tv develops in other countries.

VOA currently is servicing 25 stations in 19 countries with shows running from 15 minutes to 1½ hours a week. Two of VOA's most popular features, Mr. Poppele said, are an adaptation of *Voice of Firestone* and the National Assn. of Mfrs.' *Industry on Parade*. Additionally, VOA gets films and kinescopes of other shows on a regular basis.

Mr. Lott outlined the activities of Eurovision, a temporary, experimental network linking eight European countries, which he said has proved to be "tremendously successful." But, he said:

"Unfortunately, there appears little opportunity for the VOA to participate in Eurovision until the achievement of a transatlantic television link. The only possibility at the present state of development would be for some American group to assist in originating the program from somewhere in Europe. There is no place for films in the present Eurovision concept. Incidentally, European television officials feel sure that a transatlantic link will be a reality within five years."

Mr. Berry said that excepting Cuba and possibly Mexico, South American tv from the U. S. point of view "has really not progressed very far," though "the desire is great."

In a country-by-country examination of tv facilities, outlook and usage of VOA services, Mr. Berry cited Cuba as "the most advanced among all the countries I visited," and said it "can look forward to a tremendous television development" and "in all probability" will be "the first link in the establishment of an inter-American network.

"A microwave link between Key West and Havana is already a reality," he continued, "and the extension of this link is a matter of cooperative effort between American labor unions and the Cuban telecasters.

"It is my feeling that U. S. participation in the development of Latin American tv will be in direct proportion to the extent of study which U. S. firms make of the requirements and habits of the people of those countries . . ."

A la carte

Think of the range of choice film offers. For with film you can select clips from libraries containing millions of feet. And film clips wisely inserted, help change pace, set new scenes without expensive location shots . . . thereby help spark "live" shows, help cut costs everywhere. They are available on nearly every conceivable subject through commercial film libraries . . . and *made on* **EASTMAN FILM.**

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HOW CAMERAS FOLLOW THE TROOPS

THE eyes of field commanders are upon enemy forces, now that the Army has developed tactical television in cooperation with private industry. This new development in warfare, shown for the first time Wednesday, includes hand- and plane-carried Vidicon cameras feeding relay trucks which in turn are caught by a control truck (see basic field equipment above). In addition, a panel of eight or more monitors at field headquarters picks up field signals for the commanding officer, who can select any desired image for close inspection on master control. At left is camera mounted on armored personnel carrier for maneuvers at Fort Meade last Wednesday. Two cameras were mounted in a reconnaissance plane, with Cpl. John J. Moffitt as cameraman. On the ground a camouflaged observer, Pvt. 2/c Charles M. Klingman, used a Vidicon at the scene of action (see cut below).

TV JOINS THE ARMY

BATTLES OF THE FUTURE WILL BE EYE-WITNESSED ON VIDEO

by J. Frank Beatty

TELEVISION has removed the blinders from the eyes of battlefield commanders, opening the way to revolutionary changes in war tactics.

The White House and Pentagon joined the nation's tv viewers Wednesday in watching an NBC-TV colorcast of this historic development in warfare. A complete maneuver using tv cameras as distant eyes for field officers was watched by top military officials and newsmen. The demonstrations took place at Fort George C. Meade, Md., between Washington and Baltimore.

Brig. Gen. David Sarnoff, RCA-NBC board chairman, who submitted the idea of combat tv to the armed forces just 20 years ago, participated in Wednesday's maneuvers. His contribution to military tactics was officially recognized by the Army's Chief of Staff, Gen. Matthew B. Ridgway; Lt. Gen. Floyd L. Parks, Commanding General of the Second Army, and Maj. Gen. George I. Back, Chief Signal Officer.

Gen. Ridgway said, after watching the Army exercises, that after tv is thoroughly tested it "can take its place beside the atomic cannon, the Skysweeper anti-aircraft gun, the NIKE and corporal guided missiles, and the Honest John rocket as part of our modern Army."

The eyes of television were added to a Fort Meade command post through a control panel into which the signals of eight field cameras were fed. One of these signals originated in an L20 light observation plane. Three hand-held RCA tv cameras operated out of ¾-ton trucks through 500-foot cables. The trucks transmitted by microwave relay to a larger monitoring truck near headquarters.

Two larger RCA cameras and a transmitter, totaling 200 pounds, were installed in the reconnaissance plane, one fixed to cover terrain directly below the plane and the other panning surrounding areas.

Equipment used in the exercises consisted of commercially available gear, including light RCA Vidicon cameras. The main exception was a 100-inch "Peeping Tom" lens that fed an Army tv camera. It was aimed at the landing point for amphibious equipment and could not be easily moved.

The 20 years of industry development and military testing produced what the Signal Corps described as a weapon that may provide "the ability to see immediately and control the battle situation."

Samples of the complete black-and-white exercise shown over a closed circuit to newsmen were reproduced in the NBC-TV color program at 11 a.m. Wednesday. With Ben Grauer narrating for NBC-TV, the historic event was carried to all color sets and in monochrome to black-and-white receivers via the network. The Fort Meade signal was relayed to the network via Baltimore.

Military observers were enthusiastic in their praise of combat television, though still awaiting thorough field testing. They watched a command post staff use the eight tv cameras as a source of instantaneous field information. This realization of a commander's dream demonstrated how a reconnaissance plane and other portable cameras can locate equipment, transport and troop locations. Artillery fire was directed on those objectives and their simulated destruction was observed via telescopic lens.

The color program vividly portrayed the destruction of an enemy installation by flame throwers, whose orange hues appeared with brilliance on the screen. Smoke of varied tints appeared during artillery barrages.

A Vidicon monochrome camera in the observation plane supplied a picture of terrain that appeared on color receivers in black-and-white. At four RCA color receivers in the Fort Meade headquarters tent the terrain appeared as green, a bit of trickery by a technician who turned up the green image to provide a realistic scene.

Army personnel handled practically all phases of the exercise televised in black-and-white. NBC program and technical specialists handled the network color program and operated the three RCA color cameras as well as the RCA and NBC mobile units.

Flanking Gen. Sarnoff were Frank Folsom, RCA president; Robert W. Sarnoff, NBC executive vice president; Barry Wood, NBC executive producer and color coordinator; George Lawrence, stage manager, and Ed Pierce, NBC associate producer. Heading the RCA executive contingent was T. A. Smith, vice president and general manager, Engineering Products Division. The black-and-white exercise was narrated by Capt. Robert Berry of the 2d Army, a former NBC announcer.

Speaking during the colorcast, Gen. Sarnoff said the use of tv in military operations will provide increased combat efficiency and make possible a substantial saving of lives. In providing the armed forces with effective communication by sight as well as sound, he predicted extensive use of military tv not only as a tactical system but for communication between the center of command in Washington or elsewhere, and theatres of operation overseas. He pledged RCA's continued cooperation "in

(Continued on page 90)

Brig. Gen. David Sarnoff (left), RCA board chairman, describes Vidicon field camera to Maj. Gen. George I. Back (center) Chief Signal Officer, Army Technical Services, and Gen. Matthew Ridgway, Army Chief of Staff.

THE LOYAL AUDIENCE

NIELSEN DEVISES A TEST TO SHOW THOSE WHO KEEP LISTENING

HOW GOOD is my program?

This question, frequently asked by sponsors, producers, actors and writers, is usually answered in terms of ratings or size of audience. But audience size depends on many factors outside the program itself.

For both radio and tv, size of audience depends on sets-in-use at the time of broadcast, and sets-in-use depends on the time of day, the day of the week, the season of the year and the state of the weather. Audience size also depends on the number of persons fed to it by a preceding program on the same station or network, on competing programs on other stations at the same time, on the program's promotion and—of major importance—on the past performance of the program series. A great show last week usually means a good audience this week.

So the size of a program's audience is the end result of many different factors. But what that particular broadcast is able to do with the audience delivered to it—whether it will hold them through the show or let them tune away to other channels—is another matter. It's a matter of holding power.

For anyone concerned with the writing, the casting, the production of a show, with the inherent strength of a program in gripping the attention and interest of its viewers, holding power is fully as important as size of audience. Realizing this, the A. C. Nielsen Co. has developed a measurement of audience holding power which, first in radio and now in tv as well, is yielding a great deal of valuable information on this vital characteristic of programs. The Nielsen research people call it the "Audience-Held Index," or A-H I for short.

A Nielsen executive the other day put A-H I through its paces for B•T in a two-hour session, during which he showed results so far produced on a variety of programs, both radio and tv. In principle, he explained, A-H I is a very simple thing; it is designed to answer this question:

"For this particular broadcast of my program, how many of the homes tuned in at the start stayed with it to the end?"

In actual practice, A-H I doesn't count the listening or viewing homes at the very first minute of the show, but instead begins to count at the fifth minute. This is to give the audience a chance to settle down; that is, the late-comers are included, while those who are really viewers of the preceding show but are late in tuning it out are excluded.

The tune-outs during the body of the show are then counted. The homes which stay with it throughout are the difference: those tuned in at the start minus the tune-outs. The A-H I is simply "Audience Held" expressed as a percentage of the starting (fifth-minute) audience.

The A-H I measurement is concluded at the 25th minute of a half-hour program. The tune-outs during the last five minutes are not included in the computation as they are tuning out not because they don't like the program but rather to get a succeeding program on another station.

Here is an example of how A-H I is computed from Nielsen audience flow data:

Delivered Audience (Measured at Fifth Minute to Include Late Tune-Ins and Exclude Late Tune-Outs)	**7,004,000**
Audience Lost (Tune-Outs, Minutes 6 through 25)	**1,123,000**
Audience Held	**5,881,000**
Audience-Held Index (Audience Held as % of Delivered Audience)	**84.0%**

This measurement is purely the ratio of the number of homes making up the audience at the beginning of the program to those still with it at its conclusion, it was emphasized. There is no correlation between audience holding power and the size of the delivered audience. (See chart.)

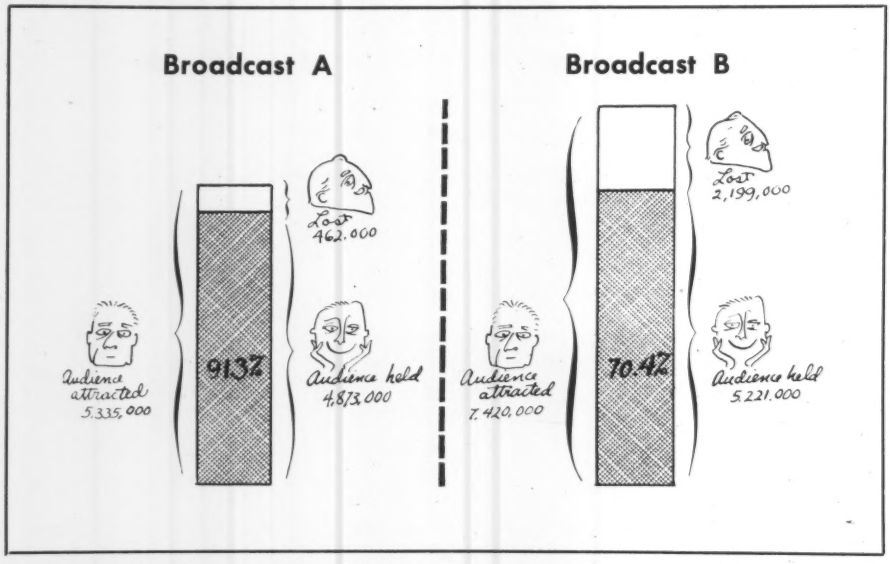
The best use of the Audience-Held Index is in comparing individual programs of a single series, the Nielsen researchers believe. Citing the case of a well-established radio program of the dramatic type, whose A-H I was charted several years ago at a time when television was beginning to cut deeply into evening radio audiences, the Nielsen spokesman said: "The first thing we found was that while total audiences and therefore ratings were down as compared with the years before tv, there had been no loss in the average holding power of the program.

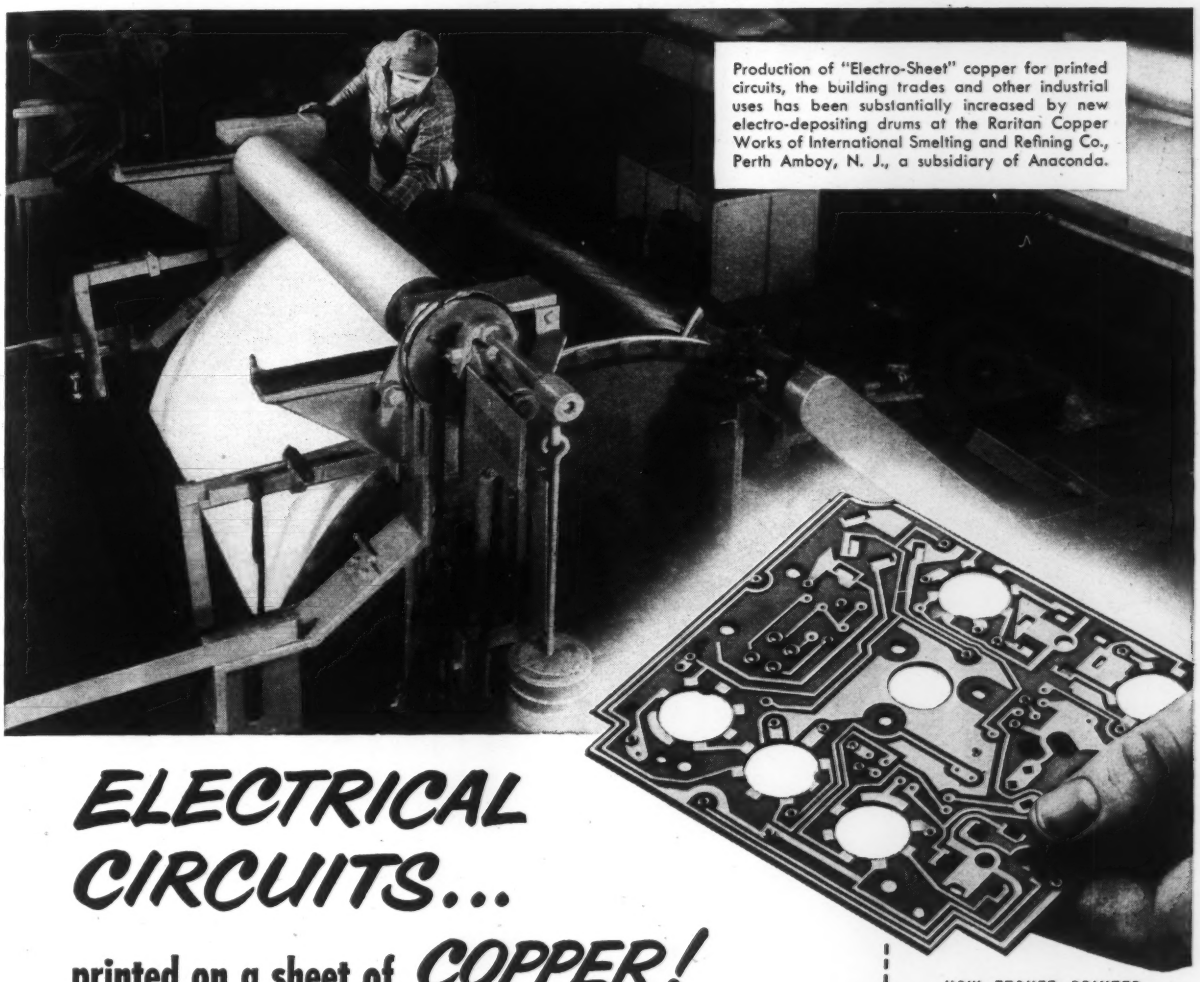
"We also found an A-H I range of nearly 50 points between those programs which were most successful in holding their audiences to the end and those least successful. After our data were matched with the program scripts, one fact stuck out like the proverbial sore thumb:

> "When the dramas dealt with a young heroine and her search for love amid adventure, the program got A-H I's in the 80's; that is, more than 80% of the listeners who heard the opening of the drama were still tuned in at its end. But when the broadcasts were of the historical-documentary type, with no love interest, the A-H I dropped to the 60's, showing that many listeners failed to stay with the programs.

"Very much the same situation is true today for tv dramas. Romance holds viewers fast; undramatic documentaries lose them in droves."

Fluctuations in audience-holding from program to program may be due to many causes, but when a producer sees a low





Production of "Electro-Sheet" copper for printed circuits, the building trades and other industrial uses has been substantially increased by new electro-depositing drums at the Raritan Copper Works of International Smelting and Refining Co., Perth Amboy, N. J., a subsidiary of Anaconda.

ELECTRICAL CIRCUITS...

printed on a sheet of COPPER!

Today, circuits for many electrical appliances start on a paper-thin sheet of copper called "Electro-Sheet" . . . a versatile product of electro-deposition developed by Anaconda over 20 years ago.

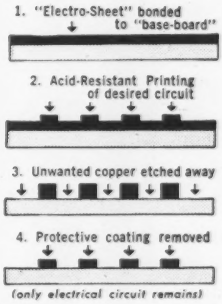
Many millions of pounds of this thin-gage copper sheet have been supplied to industry over the years. A typical use of "Electro-Sheet" in the building field has been for waterproofing-membranes and paper-coated flashing. Because "Electro-Sheet" is furnished in widths up to 64", as thin as ½ oz. to the square foot (.0007"), and up to 7 oz. per square foot, many other industries have found important, yet economical, applications for this product.

To keep pace with the fast-growing demand for "Electro-Sheet" copper in radio and television, Anaconda is producing substantially larger quantities of this material, in 1-oz. and 2-oz. weights, and of "printed circuit quality." This calls for exceptionally clean and smooth surfaces with gage size held to very close tolerances.

This production of "Electro-Sheet" copper typifies Anaconda's program for serving more effectively industry's many needs for copper and copper alloy products.

54292-A

HOW ETCHED PRINTED CIRCUITS ARE MADE


1. "Electro-Sheet" bonded to "base-board"
2. Acid-Resistant Printing of desired circuit
3. Unwanted copper etched away
4. Protective coating removed
(only electrical circuit remains)

In production of radio and television receivers, components are mounted in place on the printed circuit and connections are made simultaneously by dip-soldering.

• *Inquiries on "Electro-Sheet" should be directed to The American Brass Company, Waterbury 20, Conn.*

ANACONDA COPPER MINING COMPANY

The American Brass Company
Anaconda Wire & Cable Company
Andes Copper Mining Company
Chile Copper Company
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Anaconda Aluminum Company
Anaconda Sales Company
International Smelting and Refining Company

NOW ON FILM the sweetest sale na

GUY LOMBAR

AND HIS ROYAL CANA

FEATURING THESE FAMOUS "LOMBARDO PERSONA

THE LOMBARDO TRIO

THE LOMBARDO TWIN PIANOS

CARMEN LOMBARDO LEBERT LOMBARDO VICTOR LOMBARDO

Call, wire or write your nearest M.C.A.-TV office today!

NEW YORK: 598 Madison Avenue
BEVERLY HILLS: 9370 Santa Monica Blvd.
ATLANTA: 515 Glenn Building
BOSTON: 45 Newbury Street
CHICAGO: 430 North Michigan Avenue
CLEVELAND: T172 Union Commerce Bldg.
CINCINNATI: 3790 Gardner Avenue
DALLAS: 2102 North Akard Street
DETROIT: 537 Book Tower
SAN FRANCISCO: 105 Montgomery Street
SEATTLE: 715 10th North
ROANOKE: 3110 Yardley Drive, NW
NEW ORLEANS: 42 Allard Blvd.
SALT LAKE CITY: 727 McClellan Street
CANADA: 111 Richmond Street, Toronto, Ontario

...aker you can Sponsor

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...ANS

FIRST RUN

52 HALF-HOUR FILMS

MADE EXPRESSLY FOR TV

A TOP TV ATTRACTION FOR LOCAL OR REGIONAL SPONSORSHIP!

On the air and in person, Guy Lombardo is America's Number 1 musical favorite. Sponsored live this past season by Lincoln Mercury, the Guy Lombardo Show outrated its nearest competitor by an average 39%.* And this is a tough 7-station market! Now, you too can cash in on a ready-made Lombardo following from coast to coast with 52 new first-run half hour films of "The Sweetest Music This Side of Heaven."

EXTRA ADDED ATTRACTION!

America's Foremost Vocalists

Each week a glamorous name recording star will make a guest appearance on the Guy Lombardo Show giving your sponsorship an even greater sales impact.

*ARB, April, May, June 1954

MCA-TV Ltd

The folks in Northeast Florida are "SWITCHING TO 36" at a rapid rate . . . and no wonder!

From these studios in JACKSONVILLE, FLORIDA . . .

WJHP-TV

Channel 36

presents 174 weekly quarter-hours of top network shows

ABC • NBC • DuMONT

plus 160 weekly quarter-hours of local programs and film presentations.

§ § §

Last year, the 454,700 folks in WJHP-TV's 9-county basic coverage area spent $445,402,000 for retail sales.

This year, these folks are spending more and more of their viewing hours watching CHANNEL 36 . . . and more and more of their Effective Buying Income purchasing goods and services advertised on CHANNEL 36.

§ § §

Just another reason why advertisers, too, are "SWITCHING TO 36" to sell this important Southeastern market.

For the complete story, call Jacksonville 98-9751 or New York MU 7-5047.

§ § §

WJHP-TV

JACKSONVILLE, FLORIDA

276,000 watts

on Channel 36

Represented nationally by John H. Perry Associates

A-H I report for a particular show he can usually diagnose the reason without too much trouble. Nielsen clients use A-H I to determine the weak spots in their past programs and thereby simplify their job of maintaining high performance levels in the future.

When four leading tv dramatic programs were compared as to audience-holding ability it was seen that two of the programs had very consistent A-H I's, their highest and lowest single program indexes being remarkably close to the average for the whole series. In radio, the *Jack Benny Show* revealed a similar characteristic. Analyzed for a full season, this program's A-H I record showed a high of 90.8 and a low of 82.4, with an average of 88.5. In contrast, Bob Hope's record for the same year ranged from a high of 90.1 to a low of 68.3, with an average of 81.9.

The Masters Go Over

Another radio A-H I analysis, this one of New York Philharmonic orchestra broadcasts, indicates that the old masters—Brahms, Beethoven and Bach—hold their listeners better than modern composers do. Why this is so is a problem for musicians, not audience measurement researchers, the Nielsen executive said.

He emphasized that A-H I is only one of many different measurements of program performances, all of which must be used to produce a sound, well-rounded evaluation. Taken alone, he said, A-H I has definite limitations which, if not well understood, could lead to serious misinterpretations. For, he pointed out, A-H I is a quantitative measurement which attempts to get at qualitative facts—the reasons why people do certain things rather than something else.

Despite its limitations, the Nielsen people believe that a program's A-H I is a pretty good index of its ability to create habitual listeners or viewers and that these habitual members of the program's audience largely determine the week-in, week-out audience size. More than three-fourths of *Dragnet*'s audience, it was pointed out, see at least three out of four *Dragnet* telecasts in a month.

"Look at it this way," the Nielsen man said. "The first broadcast of a new program series gets part of its audience just because they normally listen to that station at that time. Another part comes from advance promotion and the rest just happened to tune in. The next week the effect of the advance promotion is less, the other two factors the same, but a new one has been added, the habitual audience, made up of those people who caught the first program and liked it well enough to see it through and to tune in the second. If they hadn't seen it through, they wouldn't have come back the second time.

"In the long run, those viewers who do see each broadcast through, who do become habitual viewers, make the difference between a big-audience show and a weak one."

Or, in the type of expression preferred by science-minded researchers:

"Satisfied viewers make habitual viewers make high ratings."

TV JOINS THE ARMY

(Continued from page 85)

the common effort to strengthen and advance our national security."

In informal remarks at a news conference and later at a luncheon where he was host, Gen. Sarnoff said the color equipment used for the network production "can be produced in any quantity desired." He added that color portable cameras are not far away and all gear is being lightened. He laughingly observed that whenever he appears at a demonstration, "something usually goes wrong," but no major electronic mishap was apparent to observers Wednesday.

Gen. Ridgway, speaking on the network colorcast, agreed that tv's military progress "is the result of the splendid teamwork which exists between the United States Army and the electronics industry." He told Gen. Sarnoff and Gen. Back they "should be proud of the contributions to national security" witnessed in the maneuvers, adding, "They reflect the skill and devotion of the dedicated men and women of the electronics industry and the Army Signal Corps."

During the black-and-white action, units of the 3d Armored Cavalry Regiment attacked across open terrain, with ground and air cameras following the tank-infantry assault on a water crossing, through a skirmish and then to an assault on a fortified position beyond the beachhead. An "enemy" officer was captured and brought before the camera for interrogation. A blueprint of a key bridge was found on the prisoner. The episode was repeated on the color program, with the details of the blueprint readily discernible to the commanding officer at headquarters.

Color Helps C.O.

Military officials said the addition of color enabled observers and the regimental commander "to distinguish more clearly the nature of the foliage and terrain, and to discern more easily the movement of the troops and equipment in wooded areas."

The concept of military tv came in 1934 from Dr. V. K. Zworykin, vice president and technical consultant of RCA Labs. He proposed to Gen. Sarnoff the development of a "television aerial bomb—a pilotless missile with electronic eyes—as an American alternative to the use of suicide pilots even then being discussed by the Japanese."

Gen. Sarnoff approved the concept and took it up with the armed services. RCA provided personnel and research funds to develop suitable equipment. Early emphasis was placed on design and testing of airborne equipment, first with the services and subsequently with the National Defense Research Committee.

First equipment was field-tested in 1937. From it stemmed the first military tv equipment used in battle. It was employed in remote-control attacks in widely separated areas. Airborne equipment was used by the services at Bikini atom bomb tests, tv-equipped pilotless drone aircraft being flown through the atomic mushroom to obtain first-hand information on radioactivity resulting from the blast. Improved equipment installed in bombs and explosive-laden drones were used in attacks on North Korean targets.

RAYTHEON KTR-100 MICROWAVE FOR

Color

MEETS FCC STANDARDS FOR SIMULTANEOUS TRANSMISSION OF COLOR AND AUDIO

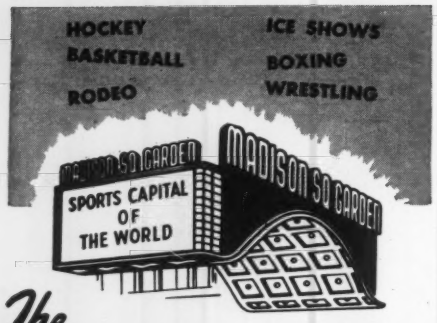
COSTS LESS . . . EVEN WITH ALL THESE EXCLUSIVE FEATURES

1. Highest quality color transmission with audio subcarrier.
2. Streamlined design with fewer tubes and simplified circuitry.
3. Dependability proven by wide use in the broadcast industry.
4. Built-in, tunable, calibrated wavemeter for field change of assigned frequency.
5. Provision for frequency and modulation monitoring.
6. Exclusive design permits greater flexibility in use as studio-transmitter link, remote pick-up or other applications.
7. Low in cost yet outstanding in flexibility; superiority of electrical and mechanical design; ease of installation, control and servicing.

Act now to insure early delivery of Raytheon's advanced design KTR-100 Microwave. Write for complete information. Address Department 6130-B T

RAYTHEON

Specialists in Microwave for Television



The
MADISON SQ. GARDEN
Show

1ST

Voted Best Syndicated Sports Series in Billboard's Annual TV Film Awards!

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Portland, Ore.
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26 FILMED SHOWS OF THE BEST IN CURRENT SPORTS EVENTS DIRECT FROM THE SPORTS CAPITAL OF THE WORLD.

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light the way...

. . . to extraordinary lighting effects . . . at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting . . . at fewer dollars . . . for complete lighting service that includes installation and removal wherever *you are . . . you're headed the* right *way . . .*

the JACK frost way!

For Full Information On Rental Equipment Write:
JACK A. FROST, DEPT. C, 234 PIQUETTE AVE.
Detroit 2, Michigan • TRinity 3-8030

ALL THAT GLITTERS IS NOT . . .

A GOLD-TRIMMED mousetrap is being used by KPHO-AM-TV Phoenix, Ariz., to convince agency and advertising executives that the best way to "trap the Phoenix market" is with ch. 5 KPHO-TV and 910 kc KPHO. The maroon-painted mousetrap is inscribed with green and gold designs including a gold-flecked bait holder, intended perhaps as an inducement to discriminating mice.

MUSIC FOR BOSTON

WCRB Waltham, Mass., is planning, with the addition of an fm outlet expected to begin operations about Sept. 1, to have what it claims to be the first fulltime am and fm broadcast station in the Greater Boston area devoted solely to the transmission of music. The station has offered concert music on its daily *Afternoon at Symphony* program for the past three years on the am band and last November shifted the remainder of its schedule to a music format. In order to strengthen and operate on the am band during nighttime hours, WCRB will erect two additional 200-ft. antenna towers at its transmitter site. Program plans for the new operation include the establishment of an *Evening at Symphony* program, in addition to presenting transmissions of binaural programs and recordings, the station reports.

WMTW (TV) BRUSH PROMOTION

TWO BRUSHES, one small and one large, are being sent to agencies and advertisers by WMTW (TV) Poland, Me., to point up the difference between that station's coverage and other northern New England stations. An attached tag proclaims that WMTW's more-than-a-mile-high transmitter, which is located on the summit of Mt. Washington, N. H., ". . . covers most of Maine, New Hampshire and Vermont. . . . Reaches virtually all families local tv stations do and thousands of families they cannot reach . . . yet average cost runs 54% less than the combined cost of the three tv stations giving next best coverage." The ch. 8 station, which is due to go on the air sometime this month, claims 219,461 tv homes as of April 30, 1954, using RETMA statistics.

CBOT (TV) 'PRESS CONFERENCE'

CBOT (TV) Ottawa has inaugurated a weekly press conference program with national leaders of Canada's political parties and members of parliament. The program is in the format of interviews of national political figures by newspapermen and women attached to the Canadian Parliamentary Press Gallery. The program is fed on a tv network to CBLT Toronto and CBMT Montreal.

KBIG 'BIRD CALL'

THE NEW KBIG Avalon, Calif., announcer is strictly for the birds. Carl Bailey, station disc m.c., has purchased a talking myna bird, which he proposes to teach to make the station break and other service announcements on his early morning show, appropriately titled *The Early Bird.*

RADIO STATIONS INCREASE

WORLD Broadcasting System has sent a special bulletin to its more than 1,000 radio station affiliates stating that despite television, radio is growing in total number of stations and areas served, as well as in advertising effectiveness. The bulletin points out that in the year ending June 30, 1954, 154 new radio stations were authorized by the FCC, and declares that "these new am operators aren't moving into the business for fun."

Orr on the Spot

CHANCE to film for tv the coverage of a news event as it happened instead of afterwards came recently to Roger Orr of the KMTV (TV) Omaha news staff. Mr. Orr and KMTV newsman Dick Trembath were out on a routine story with the Nebraska Safety Patrol. Mr. Orr spotted a gravel truck coming over the hill fully loaded and realized it would never be able to stop in time to avoid the traffic jam caused by a burning car. He focused his movie camera on the truck. The truck's teen-age driver, seeing he could not stop, swerved the truck onto the shoulder and into a field, where it turned over three times. Mr. Orr caught the whole scene for the KMTV audience.

WGEZ TALENT HUNT

TALENT HUNT was conducted recently by WGEZ Beloit, Wis., as part of that city's Aqua Days celebration for the United Givers benefit. The show was staged for three nights at the Beloit College Fieldhouse, drawing an estimated 13,000 residents and featuring 25 acts. The hunt was divided into two divisions, one for children and one for adults, with the winner of the former receiving a combination radio-phonograph and the adult finalist getting a 21-inch tv set.

WLWA (TV) CONTEST

AS PART of Crosley Broadcasting Corp.'s summer "Operation Sunburst" promotion campaign, WLWA (TV) Atlanta recently staged a "Son of the South" contest. Persons competed to identify different characters out of Southern history from clues and jigsaw picture puzzles, the mystery personalities becoming more difficult to name as elimination progressed. A 16-year-old youth from Decatur, Ga., finally captured first place when he correctly identified Joel Chandler Harris, creator of the songs and sayings of "Uncle Remus." Among the prizes awarded him were a 195[illegible] convertible automobile, boat, tv set, automatic washer, refrigerator and clothes dryer.

WTRI (TV) GOLD GOLF TEES

GOLD PLATED golf tees are being sent to agencies and advertisers by WTRI (TV) Albany (Schenectady) to bring attention to that station's *Tee Off With the Capital District Pro* program. The weekly, half-hour golf show is produced with the exclusive cooperation of the Northeastern Section of the Professional Golfers Assn., according to WTRI, and features instructions and tips from professionals at neighboring golf courses and country clubs.

WALL 'EXCLUSIVE'

DESPITE an undermanned news department, WALL Middletown, N. Y., still was able to come up with an "exclusive" when a loaded milk tanker, out of control, crashed into a long line of traffic coming into that town, killing three persons and injuring ten. At the time Al Larson and John Zaimes, WALL news editor and newsman, respectively, were spending the day fishing, and Lem Schoefield, a Pennsylvania U. journalism student, was handling the department. Going to the scene of the accident, Mr. Schoefield fed bulletins to the station, lined up a direct broadcast from the Liberty, N. Y., police headquarters and

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M Minnesota

later made his own newscast. The story broke too late for the local papers and WALL had an "exclusive," reports the station.

WIP COUNTS POLLEN

WIP Philadelphia, in cooperation with the Philadelphia Department of Public Health, is making twice-daily pollen counts for hay fever sufferers in that city. Health officials from six sections of the city—northwest, northeast, north-central, center city, south and west—report directly to WIP, providing listeners with an official count.

FISHY STORY

WBAL Baltimore reports, from an anonymous source, "All fishermen are liars, but all liars are not necessarily fisherman; some of them could be radio agriculture editors," and then relates the following story: It seems that Conway Robinson, WBAL agriculture editor, in an attempt to photograph a new barn, leaned out the window of an airplane, which was being flown by a Mr. Driver, owner of the barn—and his hat blew off. Toying with the thought of expense-accounting one hat, Mr. Robinson discovered, in his own words, "when Mr. Driver returned to earth, there was the hat, lying right at his front door."

WCBS-TV BROCHURE

WCBS-TV New York is sending to advertisers and agencies a gold and white brochure titled "Get in the Picture!" Employing an accordian-like folding device for opening, each section has a line-drawing man viewing a tv screen. He claims WCBS-TV has the largest day and night audience; most quarter-hour wins, day and night; six of the top 10 nighttime shows; seven of the top ten weekday daytime shows; and most of the top ten daily local shows. The station uses the American Research Bureau figures, May 1954, as its source.

Retina Respite

IN a not too subtle dig at television, WINS New York announced last week it has started a four-hour block of "Best Music From Show Business" programming on a Monday-through-Friday, 8-12 midnight basis, dedicated to "the relief of videophiles who have had to put up with too much of too little too often on their tv screens." Bob Smith, WINS program manager, said that "if the tv industry doesn't feel it can cater to the at-home audience during the hot summer months, then radio certainly will."

The station is conducting a contest among listeners to name the new program and reports suggestions, including *Easy Every Ballroom, The Relaxed Retina Revue, Rest Your Peepers, Eye Rest Revue, The Casual Cornea Show,* and *The Easy Iris Show.*

WNAX ANNIVERSARY PICNICS

CELEBRATION commemorating Wynn Speece's 13 years of broadcasting *Your Neighbor Lady* programs over WNAX Yankton, S. D., was recently staged when that station, in conjunction with the program's sponsors, held five anniversary picnics for listeners in South Dakota, Nebraska, North Dakota, Iowa and Minnesota. Despite 100°-plus weather, large numbers of women turned out at the picnics to visit with Miss Speece as she toured the congregating points. Sponsors donated such momentos as recipe books, pencils and small emery boards to be passed out. A week previous to the event Gordon Laughead Jr., WNAX sales promotion manager, visited picnic sites and grocers in the areas, putting up posters and distributing "Your Neighbor Lady" shelf cards for sponsored products. At the picnics themselves 30-minute *Your Neighbor Lady* programs, featuring interviews with 13-year program listeners, were taped.

KOTV (TV) GOLF TOURNAMENT

KOTV (TV) Tulsa staged its 1954 Junior Golf Tournament July 26-28 at Tulsa's Oak's Country Club. The three-day competition was open to boys and girls under the age of 16. A total of 190 entrants was attracted by the program.

WDSU-TV 'REPRINT' BROCHURE

AN old-style French gate, which swings open at the center, covers the new blue and white brochure being sent to advertisers and agencies by WDSU-TV New Orleans. When the "gate" is fully-opened, a picture of the station against the sky is revealed, the first of seven reprinted recent trade advertisements contained in the booklet. The succeeding pages and pictures show WDSU-TV coverage of a recent visit by President Eisenhower and the Mardi Gras; the station's studios, production staff and news department in operation; and finally a large illustration containing shots of various station personalities, giving the reader a "glimpse at some of the people who make up the large and competent staff of Louisiana's *First* Television Station."

PIANO ROLL RACE

INTRAMURAL competition is in high gear at WBZ-WBZA Boston-Springfield, Mass., where station personalities are engaging in a race to see who can collect the most piano rolls. The contest started when a WBZ disc m.c. played a piano roll he found in the library. Other station music makers, plus the farm director, a sportscaster and the editor of *Home Forum* program, picked up the idea and began asking listeners to send the station any they might have. Over 1,600 have come in with Nelson Bragg running in first place with 857 rolls and Carl deSuze second, having collected 509. The station thinks they perhaps may have the answer to the 45 rpm record problem.

Client Helps Out

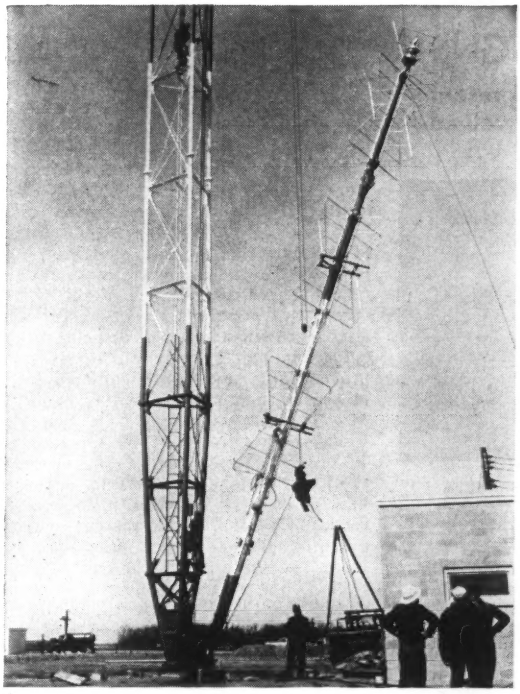
UNKNOWN to KTBC-AM-TV Austin, Tex., personnel working on the American National Bank-sponsored election night coverage, the "messenger" who was carrying teletype copy to the staff on camera, answering the telephone and doing other odd jobs, was American National Bank Vice President Arch C. Adams. Mr. Adams went to the KTBC-AM-TV studios to watch the show and, according to the stations, was so carried away with the excitement of the election returns he began running around doing all sorts of odd jobs. More composed the following day, Mr. Adams called to congratulate the station for the production and to praise the staff for their "spirit." KTBC-AM-TV General Manager J. C. Kellam finds a moral from the episode: "Invite your sponsor to watch that show he's paying for—it's the best public relations in the world. . . ."

DO YOU KNOW THIS MAN?

He is Kenneth J. Crosthwait, vice-president and general manager of WTCW, Whitesburg, Kentucky. He says—
"I first learned to appreciate the SESAC repertory while with NBC in New York. Now, I've learned to appreciate the great SESAC Library at WTCW. With a daytime independent operation, we depend on the SESAC Library as the basis of our program structure. As far as WTCW is concerned, it's SESAC all the way, and as proof we're using the SESAC Library at our new station in Grundy, Virginia. For well-balanced programming, I fail to see how any station can operate without the SESAC repertory, and for the best value in a transcribed library service, one that will fill the bill for music needs and make money for your station, I know that the SESAC Library leads the way."
The SESAC Library is *lowest in cost* for a complete Program Service

SESAC INC.

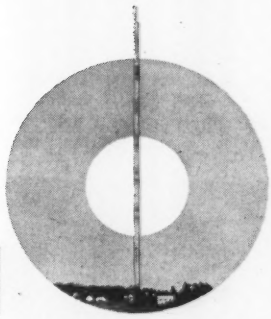
475 Fifth Avenue **New York 17, N. Y.**



Going up! 101-foot RCA antenna in position for hoisting to top of 399-foot Truscon Triangular Guyed Tower. KGLO, Mason City, Iowa.

399-foot Truscon Tower erected for...

KGLO



Latest addition to the skyline around Mason City is this Truscon Steel Triangular Guyed Tower now operating for KGLO. It mounts an RCA TF-6 TL antenna 101 feet high. Together, the tower and antenna rise 500 feet above Kensett, Iowa.

What types of towers are you going to need? How tall? How soon? Truscon builds them for you tall or small . . . guyed or self-supporting . . . tapered or uniform in cross section . . . for AM, FM, TV, and Microwave transmission.

Truscon knows towers . . . has designed and built many hundreds that now are standing straight and strong in all kinds of wind and weather. You'll be putting your tower problems in competent hands when you contact any Truscon district office, or write to "tower headquarters" in Youngstown.

TRUSCON STEEL DIVISION
REPUBLIC STEEL

1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Export Department: Chrysler Building, New York 17, N.Y.

TRUSCON . . . a name you can build on

HOAG-BLAIR CO. FORMED TO REPRESENT SMALL-MARKET TV; BLAIR RADIO REALIGNS

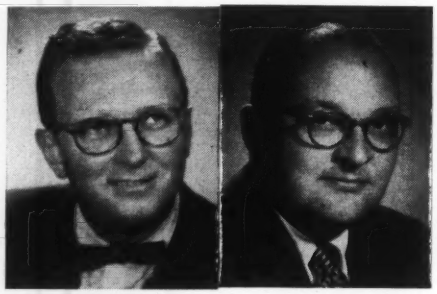
Robert Hoag will head the Blair-Tv Inc. adjunct, designed to represent stations outside major markets. Barnett, Scott and Dwyer involved in John Blair & Co. executive shifts.

EXPANSION MOVES in the activities of the John Blair radio and television station representation firms are being announced today (Monday), encompassing the establishment of Hoag-Blair Co., a representative firm for tv stations located outside major markets, and executive realignment and additions in the radio operation [CLOSED CIRCUIT, Aug. 9].

Changes in John Blair & Co., radio station representatives, involve the appointment of Wells H. Barnett, sales development manager, to the post of assistant to the president; naming of Tucker Scott, a key broadcast media buyer at BBDO, as sales development manager, and naming of Robert Dwyer, WABD (TV) New York account executive, as a Blair account executive in the New York office.

In announcing the formation of Hoag-Blair Co., John Blair, chairman of Blair-Tv Inc. and president of John Blair & Co., stated that he has "long recognized that there is a basic difference in the sales strategy necessary for effective representation of competitive stations in major markets and tv stations located outside of major markets throughout the country."

Mr. Blair said his organization's experience with the separation of radio and television sales, dating back to 1948, "clearly indicates to us that a separation of responsibility between those who sell the major market stations and those who sell the smaller market stations will react to the advantage of both."



MR. HOAG MR. BARNETT

The new company will be headed by Robert Hoag as president and general manager, and will begin operations on Sept. 1 with offices in New York, Chicago, Los Angeles and San Francisco. It will begin with a nucleus of four stations: KBES-TV Medford, Ore.; KFYR-TV Bismarck, N. D.; KIDO-TV Boise, Idaho, and KIEM-TV Eureka, Calif.

One unusual feature of the new national sales organization, it was pointed out, is the creation of a board of governors composed of station operators represented by Hoag-Blair, which will advise management of the company on matters of policy. The board for the first year will consist of Walter Wagstaff, KIDO-TV, chairman; Frank Fitzsimonds, KFYR-TV, and William Smullin, KBES-TV and KIEM-TV. After the first year, the board of governors will be elected by vote of all station operators represented by Hoag-Blair.

Mr. Hoag will make his headquarters in New York. He has been with KFBM-TV San Diego for the past year as sales manager and previously had served in a similar capacity with KTSL (TV) Los Angeles [now KNXT (TV)]. Mr. Hoag also was associated at one time with CBS-TV Spot Sales in New York.

Major ownership in the new corporation, the announcement stated, will be held, for the time being, by Blair-Tv Inc. and Mr. Hoag, with a provision for stock participation by other employees of the company "as they qualify for it." Mr. Hoag said he expected the New York and Chicago offices to be in full operation by Sept. 1. Los Angeles and San Francisco representation of the Hoag-Blair list, he added, will be handled by Blair-Tv offices in those cities, with each office expected to appoint an additional executive prior to Sept. 1 to specialize on the Hoag-Blair list. Mr. Hoag said:

"It is our purpose to develop a positive approach to the problems of selling regional market stations in the national field. It should not be difficult to prove to the national advertiser that many such stations are outstanding advertising vehicles because they face less intense competition for audience from other television stations, radio and other media than is the case with many major market stations."

MR. DWYER MR. SCOTT

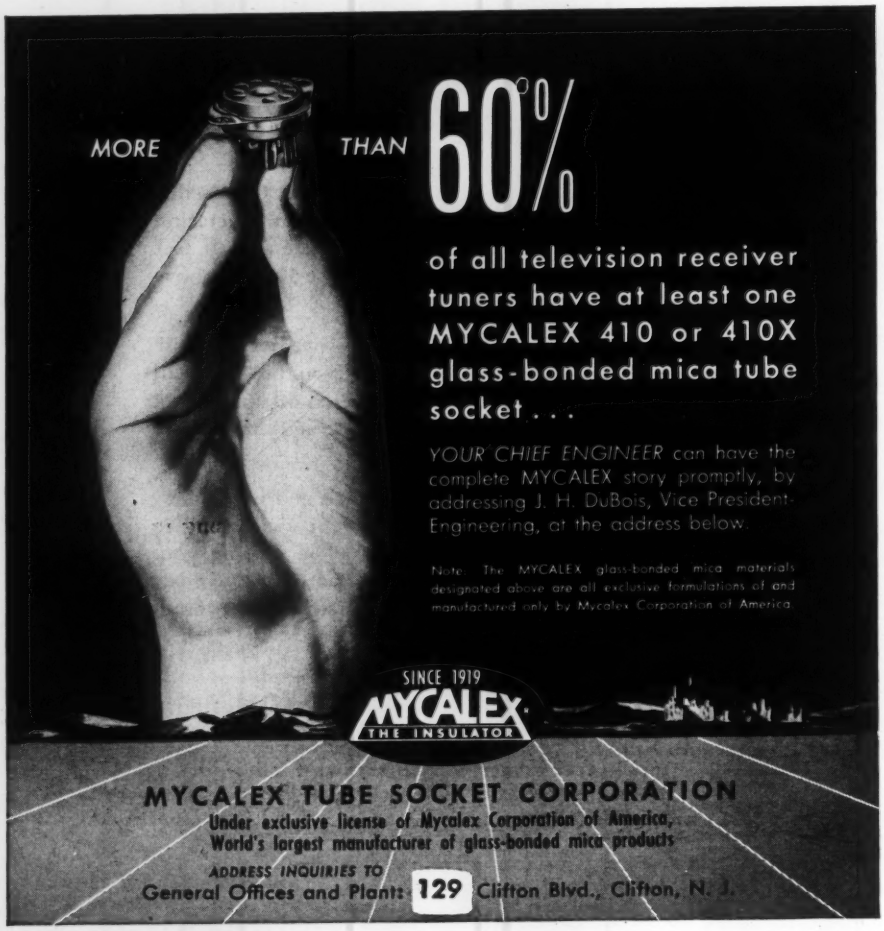
William H. Weldon, who joined Messrs. Blair and Hoag in announcing the organization of the new firm, is president of Blair-Tv.

In a separate announcement detailing expansion moves at John Blair & Co., Mr. Blair noted that the changes involved the addition of two executives and the promotion of Mr. Barnett, for the past eight and one-half years sales development manager, to assistant to the president.

Mr. Barnett entered the advertising field in 1938 as a copy writer for Weston-Barnett, a Chicago advertising agency. He moved to WLS Chicago in 1939 as sales service manager, left in 1943 to enter the Army, and in 1946 joined John Blair & Co.

Mr. Scott, who succeeds Mr. Barnett as sales development manager, has been a principal broadcast media buyer for BBDO for the past five years. He was with Westinghouse in Philadelphia before entering naval service as a communications officer in 1942. After the war he joined Compton Adv.'s media service department as a timebuyer in 1946, moving to BBDO in 1949 as coordinator of radio and television and a principal buyer.

Mr. Dwyer, who will cover Philadelphia, Washington and Baltimore agencies in his new post, started his advertising career as an account executive for *Vogue* magazine. He has been an account executive at WABD for the past year.


MORE THAN 60%
of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket . . .
YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBois, Vice President-Engineering, at the address below.
Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America
SINCE 1919
MYCALEX
THE INSULATOR
MYCALEX TUBE SOCKET CORPORATION
Under exclusive license of Mycalex Corporation of America,
World's largest manufacturer of glass-bonded mica products
ADDRESS INQUIRIES TO
General Offices and Plants: 129 Clifton Blvd., Clifton, N. J.

WHAT DID IT COST TO CREATE YOUR JOB?

If you're an average U.S. factory worker—$12,000.

If you're a rough carpenter, it took approximately $350 worth of tools to set you up in your trade.

Tools for a garage mechanic cost about $3,000; for a Washington wheat farmer $12,500; for a secretary $300.

But if you work for Union Oil, it took $77,000 worth of tools in the form of trucks, service stations, refineries, oil wells, etc., to create your job.* Obviously, some of our jobs require considerably less investment than $77,000 and some considerably more. But this is the average for Union's more than 9,000 employees.

That's big money. But it accomplishes big things.

It brings Union's customers better products at lower costs. It enables each employee to produce more and therefore earn more. It creates better jobs and a higher standard of living.

**Even this figure does not include the "tools" Union rents for its employees, such as office space, tankers, telephone service, etc.*

UNION OIL 76 COMPANY

OF CALIFORNIA

This is one of a series by the people of Union Oil to explain how business functions. Your comments are invited. Write The President, Union Oil Company, Union Oil Bldg., Los Angeles 17, California.

KFBI AND KTVH (TV) PLANNING MERGER

Pioneer radio outlet in Wichita and year-old Hutchinson tv station will file for FCC approval within fortnight. No personnel changes planned.

MERGER of 32-year-old KFBI Wichita with one-year-old KTVH (TV) Hutchinson, Kan., was announced last week. KFBI Inc. stock will be exchanged for Hutchinson Tv Inc. stock on a 2¾ shares for one share basis. Application for FCC approval is scheduled to be filed within a fortnight.

"The area-wide capability of both operations, serving the Wichita-Hutchinson area, will be greatly enhanced by the merger," W. D. P. Carey, president of KTVH, said following a joint meeting of the officials of both stations.

KFBI directors to be named to the KTVH board are J. Wirth Sargeant, W. D. Jochems, Wichita attorneys; C. Howard Lane, formerly with Marshall Field Enterprises and now heading KOIN Portland, Ore., and Horace L. Lohnes, Washington radio-tv attorney. Robert J. Laubengayer, KFBI chairman, already is a board member of KTVH. Present KTVH board members in addition to Mr. Laubengayer are Mr. Carey, R. E. Dillon, J. P. Harris, J. H. Child and Bessie M. Wyse.

There will be no change in personnel at either station, it was announced. Harold O. Peterson is general manager of KTVH and Hale Bondurant is manager of KFBI. New offices and studios for the tv station will be opened in the Hotel Lassen, Wichita, tomorrow (Tuesday).

KTVH operates on ch. 12 with 240 kw, has a basic CBS affiliation and also is affiliated with ABC and DuMont. It is represented by H-R Television Inc. It began operating June 25, 1953.

KFBI, founded in 1922, operates on 1070 kc with 10 kw day, 1 kw night, directional antenna. It is affiliated with ABC and is represented by Avery-Knodel Inc.

Besides Mr. Laubengayer, who is a 10% stockholder in KFBI and a 6% stockholder in KTVH, other duplicate stockholders are John P. and Sidney F. Harris, publishers of the *Hutchinson News-Herald*, who own 11.87% and 1.9%, respectively, of KFBI and 11.2% each of KTVH.

KFBI has 14 stockholders and KTVH has 15 stockholders.

A HANDSHAKE seals the agreement to merge KFBI Wichita with KTVH (TV) Hutchinson, Kan. The principals: Robert J. Laubengayer, KFBI board chairman (l) and W. D. P. Carey, president, KTVH.

NO CRYSTAL BALL

#LIBEL#

can forewarn you of

LIBEL · SLANDER
PIRACY
COPYRIGHT VIOLATION

BUT our specialized
INSURANCE
covers these daily hazards
ADEQUATELY • INEXPENSIVELY
DON'T RISK
possible embarrassing loss while
protection is readily available—but
DO RISK 5 minutes and 3c
to write for details and a
rate built for you.

WRITE FOR DETAILS AND RATES

Employers Reinsurance Corporation

INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

WJRT (TV) Leases Offices, Studios of Defunct WTAC-TV

WJRT (TV) Flint, Mich., has leased the studios and offices of WTAC-TV, uhf station which turned in its permit earlier this month [B•T, Aug. 9], it was announced last week by John F. Patt, president of WJRT and WJR Detroit.

The lease was acquired from the Trendle-Campbell Broadcasting Co., former permittee of WTAC-TV, and will expedite the inauguration of primary tv service to Flint, Mr. Patt said. He also revealed that ch. 12 WJRT has ordered more than $1 million worth of equipment, including a 50 kw RCA transmitter, "to make it the most modern and complete tv operation in Michigan."

The lease agreement, effective Sept. 1, is for 10 years, cancellable on one year's notice, and includes an option to purchase.

Bogalusa Names Robinson V. P.

ROBERT N. ROBINSON, general manager of WHXY Bogalusa, La., has been elected vice president and a member of the board of directors of Bogalusa Broadcasting Corp., licensee, President Dave A. Matison announced last week.

Mr. Robinson also is vice president of the Hub City Broadcasting Co., operator of WHSY Hattiesburg, Miss.

WOR, Goodman Arrange Half-Million Package

ACQUISITION by WOR New York of a $510,000 package of transcriptions from Harry Goodman Productions for the entire 1955 season was announced last week by Gordon Gray, general manager of the station, who described the move as exemplifying "a decidedly bullish attitude toward the future of radio."

The package will be used on the 1955 version of the station's WOR *Radio Playhouse*. The present format of the *Playhouse* calls for presentations from 3 to 5 p.m. daily and from 9:30 to 10 p.m. and 10:30 to 11 p.m. It will be continued in this form until Jan. 1, 1955, when an additional 2:30-3 p.m. daily slot will be scheduled.

Another major change in the format, according to Mr. Gray, will be increased emphasis on classics, based on the writings of Shakespeare, Dickens and Dumas. The contract provides for about 260 hours of classics, plus the following programs: *Stand By for Crime"* (52 hours), *Contraband* (52), *Deadline for Danger* (52), *Nom De Plume* (39), *Thirty Minutes to Go* (13), *All-Star Western Theatre* (52).

Commenting on the purchase for *Playhouse*, Mr. Gray declared:

"We have had a year to test the pulling and selling power of this format and our new outlay testifies to our confidence in the formula. This commitment for the entire year of 1955 proves that we mean business. The greater emphasis on classics is the result of our policy of keeping a constant finger on the pulse of the public."

Mr. Gray said extensive promotion of the WOR presentation of the classics is planned through the New York Board of Education, parent-teachers groups, cultural societies and civic groups. He added that an essay contest for high school and college students will be held, with its grand prize an all-expense trip to the annual Shakespeare Festival at Stratford-on-Avon and Paris.

KOMO-TV, WTTV (TV) Begin Color Operations

KOMO-TV Seattle inaugurated colorcasting last Wednesday with the network pickup of the Army-RCA "Television on the Battle Front" demonstration from Ft. Meade, Md. (See story, feature section).

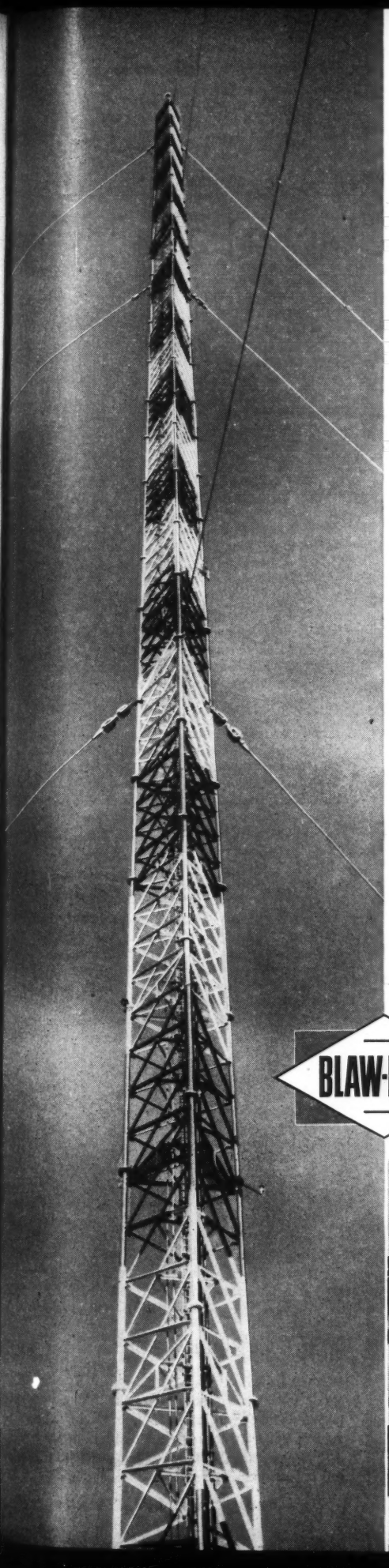
KOMO-TV, an NBC-TV affiliate for Seattle and western Washington, now is scheduled to receive in color the network's *The Marriage* series and the "Spectacular" series when the latter debuts next month. The start of colorcasting by the ch. 4 station was exactly eight months after it began regular tv programming —Dec. 11, 1953.

Another NBC-TV affiliate, WTTV (TV) Bloomington, Ind., reported last week that it, too, scored a "first" in its area by inaugurating network color tv. It is carrying *The Marriage* series and said reports of excellent color reception from Indianapolis and Columbus have been received.

Ward A. Coleman Dies

WARD A. COLEMAN, former general manager of WENC Whiteville, N. C., and president of the North Carolina Associated Press Assn., died last Tuesday after a long illness.

Mr. Coleman had been active in the North Carolina Assn. of Broadcasters and NARTB for the last eight years.



. . . 1088 foot guyed tower designed for triple service

With their new Blaw-Knox tower, and operating on channel 5 to full maximum power of 100,000 watts, WMCT in Memphis, Tennessee, has increased their coverage 100%.

The 1088 foot tower is a triangular guyed type with insulated base and sectionalizing insulators at the 640 foot level.

This special design tower does triple duty. The lower part is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

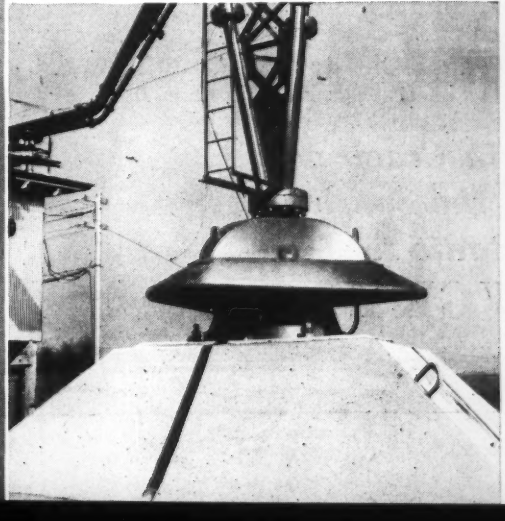
For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION • TOWER DEPARTMENT
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



Distributed by GraybaR

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.

WSPA Spartanburg, S. C., has leased and remodeled the adjacent building for the studios and offices of WSPA-TV. A 47x32 ft. studio has been constructed at the rear of the tv building. The WSPA auditorium, which seats 100, will connect with the WSPA-TV studios. The ch. 7 station will be affiliated with CBS when it begins regular programming, presently scheduled for early fall. Start of operations hinges on whether the U. S. Court of Appeals in Washington upholds the FCC action modifying WSPA-TV's construction permit to build the transmitter on Paris Mt.

Tolchin to Succeed Lebhar at WMGM

BERTRAM LEBHAR Jr., director of WMGM New York, is severing his connection with the station, a leading independent, upon the termination of his contract on Aug. 31 and will be succeeded by Arthur Tolchin, currently WMGM sales manager, Loew's Inc., owner of the outlet, announced Friday.

Mr. Tolchin, being elevated to director, has been with WMGM for the past 17 years, becoming assistant director of sales in 1945 and sales manager in 1951. He was one of the founders of the Radio Executives Club, now known as Radio Television Executives Society. He is a native of Milwaukee.

Mr. Lebhar, who in addition to his managerial duties is an active sports broadcaster under the name Bert Lee, entered radio with CBS more than 20 years ago. He subsequently served with WOR New York for four and a half years, then moved to WMCA New York as vice president, and in 1939 to WMGM as director of sales. He became director of the station in September 1949. His future plans were not announced.

Hartford, Buffalo Tvs Go on Air Over Weekend

TWO new tv stations, one vhf and one uhf, were scheduled to begin regular programming last weekend, bringing the first local outlet to Hartford, Conn., and the third to Buffalo, N. Y.

WGTH-TV Hartford (ch. 18), due to begin commercial operations yesterday (Sunday), is represented by H-R Tv Inc. It is the first local tv there. WGR-TV Buffalo (ch. 2), affiliated with NBC and DuMont, was to begin Saturday. It is represented by Headley-Reed Tv and is the third station but second vhf there.

WCHS-TV Charleston, W. Va. (ch. 8), affiliated with CBS and DuMont and represented by the Branham Co., also was scheduled to make its debut at the week's end. It will be the second station but first vhf there.

WJNO-TV West Palm Beach, Fla. (ch. 5), that city's second station but first vhf, is due to start commercial programming this Sunday. The station is affiliated with NBC and represented by Meeker Tv Inc. Its debut will raise to 394 the number of tv stations operating, including seven educational outlets.

WCKY

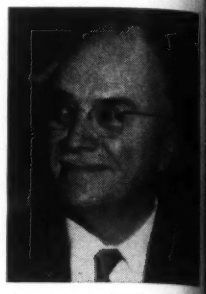
" . . . Radio is, and will remain the basic communication medium of the United States."
Actg. FCC Chmn. Rosel H. Hyde

—and in Cincinnati and the South Radio is
WCKY

WCKY

Campbell on Leave From WFAA-AM-TV

MARTIN B. CAMPBELL, 62, supervisor of WFAA-AM-TV Dallas, has taken indefinite leave of absence after 24 years service with the organization. He is the third prominent industry executive to give up active management in recent weeks, H. K. Carpenter having retired from WHK Cleveland and Arthur B. Church from KMBC-AM-TV Kansas City [CLOSED CIRCUIT, Aug. 9].



MR. CAMPBELL

Mr. Campbell's leave became effective last week. He plans to remain in Dallas but will spend the next three months in Kentucky and Florida. He is a member of the NARTB board as director-at-large for large stations and of the BAB board. He was president of Hill Tower Inc., subsidiary corporation of WFAA-TV, and KRLD-TV, set up to build a joint 1,521-foot tower for their antennas.

Entering journalism in Asheville, N. C., in 1912, he served as a lieutenant in World War I, moving to Associated Press in 1921 with the Louisville and Chicago bureaus. He covered the Floyd Collins entrapment in a Kentucky cave for AP. In 1927 he joined the *Louisville Times* handling rewrite and radio. This led to the *Times* station, WHAS, where he became assistant manager. After a tour with Mason-Dixon Group in 1932, he was called to WFAA to direct the half-time 50 kw outlet. Later he consolidated sales forces with time-sharing WBAP Fort Worth, directing the sales end of both.

XEO, XEOR Refuse 45s

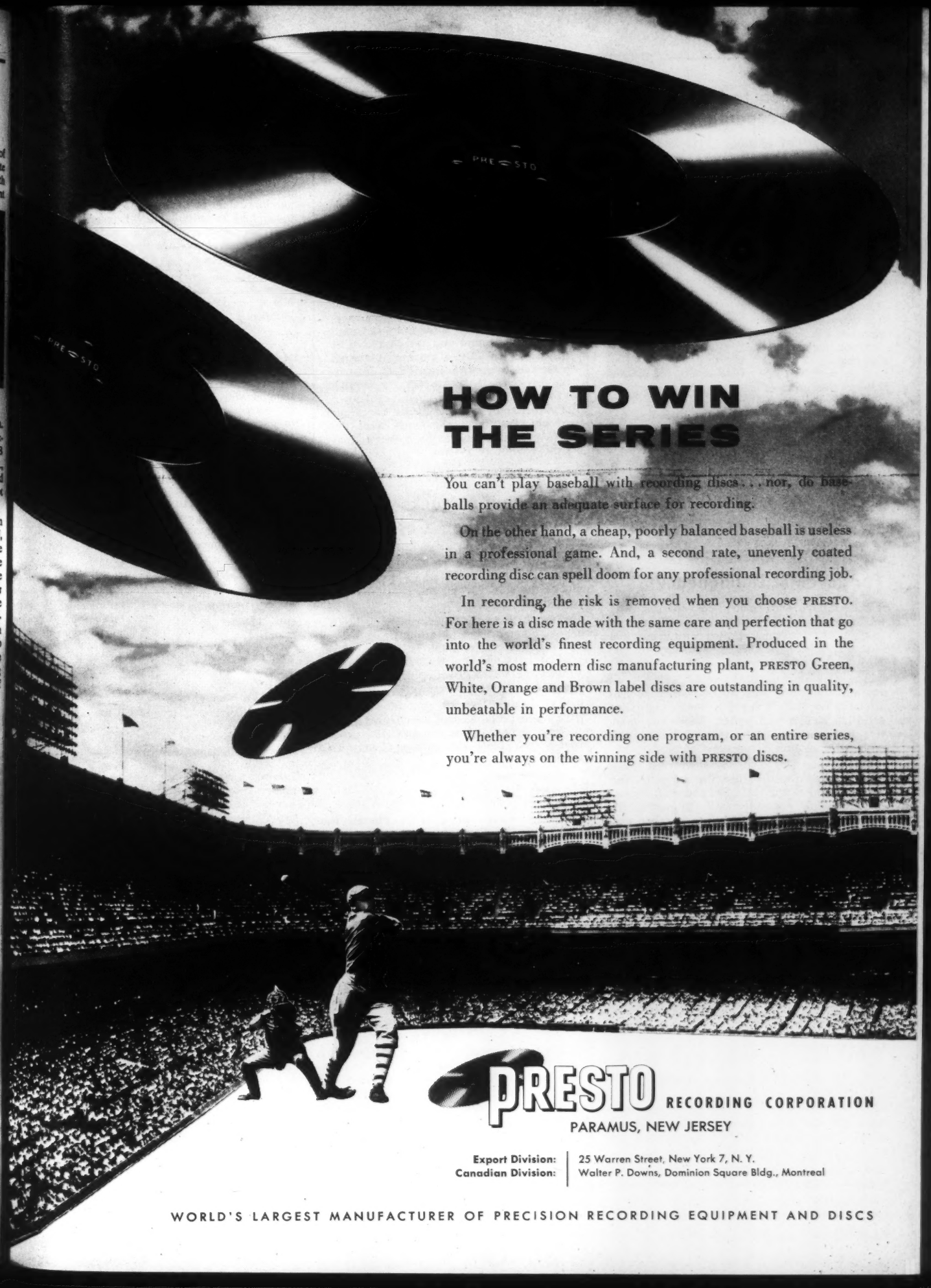
TWO Texas border stations—XEO Brownsville and XEOR McAllen—have informed RCA Victor Div. they will be unable to use a shipment of 45 rpm recordings. Robert N. Pinkerton, on behalf of the stations, said the 45s are not suitable for broadcast use and the stations do not intend to go to the expense of installing equipment "for the sole purpose of playing technically deficient records to the detriment of our stations." He said RCA Victor 78s have long been an important part of the stations' program material.

WKZO-TV Boosts to 100 Kw

WKZO-TV Kalamazoo, Mich., has begun operating with full 100 kw power and an antenna 1,000 feet above average terrain, giving it coverage "throughout western Michigan and northern Indiana," the station announced Aug. 7. The RCA-designed antenna weighs 40 tons. It is in 12 sections with four radiators mounted at 90-degree angles around the pole.

Bell Links Two More

WLAC-TV Nashville and WNAM-TV Neenah, Wis., have been connected to the Bell System's network of tv program transmission facilities, AT&T reported last week, making a total of 304 stations in 195 U. S. cities which can now receive network tv service.



HOW TO WIN THE SERIES

You can't play baseball with recording discs . . . nor, do baseballs provide an adequate surface for recording.

On the other hand, a cheap, poorly balanced baseball is useless in a professional game. And, a second rate, unevenly coated recording disc can spell doom for any professional recording job.

In recording, the risk is removed when you choose PRESTO. For here is a disc made with the same care and perfection that go into the world's finest recording equipment. Produced in the world's most modern disc manufacturing plant, PRESTO Green, White, Orange and Brown label discs are outstanding in quality, unbeatable in performance.

Whether you're recording one program, or an entire series, you're always on the winning side with PRESTO discs.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

John J. Dixon to Manage WROK Succeeding Koessler

APPOINTMENT of John J. Dixon as station manager of WROK Rockford, Ill., was announced last week by E. Kenneth Todd, president of Rockford Broadcasters Inc. and publisher of the local *Register - Tribune* and *Morning Star*. Mr. Dixon last Tuesday succeeded Walter M. Koessler, who is to assume the presidency of International Service Corp., Fort Lauderdale, Fla., dredging and reclamation concern.

MR. DIXON

The post of secretary - treasurer of Rockford Broadcasters, also relinquished by Mr. Koessler, has been taken by William K. Todd, business manager of the Rockford newspapers.

The 44-year-old Mr. Dixon has been with WROK since April 1939, when he joined as an announcer. He became program director shortly thereafter and in 1943 was appointed commercial manager, the position he held until last week.

Article Blames Radio-Tv For Juvenile Delinquency

TELEVISION and radio were charged with inciting delinquency through "a 400%" increase in children's programs dealing with crime and violence in a story carried Thursday by the *New York World-Telegram*.

The emotional article, one of a series on juvenile criminals, was titled, "Children Fed Brutality on Tv." It appeared under the byline of Allan Keller, staff writer. While the headline was confined to tv, the story also dealt with radio, motion pictures and comic books.

"It is mayhem and slaughter and mass brutality that beats against the receptive immature mind of the child like the surf, endless and powerful," the story says. It ascribes the 400% figure on tv-radio increase in crime programs in the last three years to National Assn. for Better Radio & Television. The association was said to have found that 26 hours of a 60-hour sampling of programs were deemed "objectionable" by the "experts."

Arthur W. Wallander, former police commissioner of New York, was quoted, "Almost all the programs have the private eye put it over on the cop. They glory in making the policeman look dumb." Testimony of the Hendrickson Committee was cited. "But where are the mothers?" the article asked, and then launched an attack on mothers.

WMVT (TV) Readies Studios

REMODELING of the former Hall Furniture Co. building for studio facilities of WMVT (TV) Burlington, Vt., is moving rapidly and the studio should be completed in about three weeks, it was announced last week by Richard G. Huntley, production director. Mr. Huntley said the tv studio building will house the tv business offices, studio, film editing room, news bureau, photographic darkroom, tv control rooms, announcers booth and dressing rooms.

Who's on First?

IN REBUTTAL to a claim by WNBT (TV) New York that its live color tv spot commercial carried on Aug. 6 was a television "first" [B•T, Aug. 9] WCBS-TV there issued a statement last week stating it was broadcasting color commercials "more than three years ago.". The statement said that at 5:30 p.m., June 25, 1951, WCBS-TV presented its first color tv spot announcement for the Bulova Watch Co. and three days later the O'Cedar Corp. signed for a series of color announcements. It was stated that others who sponsored color announcements on WCBS-TV three years ago were Phoenix Aristomat and the Mutual Life Insurance Co. These commercials were presented over CBS-TV's "field sequential" system. A spokesman for WNBT (TV) said the station had not known of earlier color announcements, but pointed out that theirs apparently were the first presented under the present compatible color tv system.

Palsy Group Attacks 'Short' Telethon Costs

COLLECTION in United Cerebral Palsy Assn. telethon on KABC-TV Hollywood last month totalled $136,646, from which $32,464 costs reduced the sum 23.7%, the charitable group revealed last month.

Milton J. Brock Sr., president of local UCP chapter, blamed Theatre Authority, which cut show hours to 18 from the 32 allowed during a similar 1953 telethon, for the group's failure to match the $521,819 raised last year.

This year's net of $104,181 will be divided among Theatre Authority charities ($12,248), direct aid to Los Angeles County cerebral palsy sufferers ($59,051), national UCP research program ($31,099) and Orange County UCP group ($1,782).

Plough Stock Plan

PLAN by which employes of Plough Inc., manufacturer of drugs and household products and licensee of WMPS Memphis and WJJD Chicago, can buy stock in the company on an installment plan, under the employe-owned-and-operated Plough Credit Union, has been announced. At the present time about one of every six employes is a shareholder, owning more than 23% of the total shares outstanding. Under the plan, the firm's shares, listed on the New York Stock Exchange, can be bought by employes at market prices for as little as 50 cents down with 36 months to pay the balance.

WFMJ-TV Switches Channels

RECEIPT of congratulatory messages from distant viewers and servicemen has been reported by WFMJ-TV Youngstown, Ohio, following its switch Aug. 7 from ch. 73 to 21. The changeover was an all-night job and was accomplished with the help of RCA engineers. The station, now using its new 1,015-foot tower, expects to be operating with an RCA 12.5 kw transmitter in a few weeks, which will boost its power to nearly 200 kw. Grade A coverage area of 40 miles, reaching into Cleveland, is anticipated after the increase, W. F. Maag Jr., president, said.

WDSM-TV Boosts Power, Plans Interconnection

WDSM-TV Superior, Wis. (Duluth, Minn.), increased its power early this month to 100 kw, making the ch. 6 station the first one in the area to operate at full power, according to an announcement by the station. WDSM-TV's new tower and antenna is the highest in the Twin Ports, the station claims, measuring 584 feet, 835 feet above average terrain and 1,830 feet above sea level.

The station on Sept. 1 will become interconnected via microwave relay from Minneapolis to receive live programs from CBS-TV and DuMont.

STATION PEOPLE

John Hansen, sales manager, KGO San Francisco, to KABC Hollywood as manager; **William Baxley,** account executive, KABC, promoted to station and regional ABC Radio sales manager; **Jack F. Brembeck,** advertising and sales promotion manager, Kaye-Halbert Corp., L. A., to KABC-TV as promotion manager.

Tom Barnes, sales manager and manager, WDAY-TV Fargo, N. D., promoted to general manager; **Jack Dunn** promoted to radio-tv manager.

MR. BARNES

Paul Skinner, announcer, WTMJ-AM-TV Milwaukee, to WHBL Sheboygan, Wis., as general manager.

Ralph A. Petti Jr., program manager, WSBR Pensacola, Fla., to KCHA Charles City, Iowa, as general manager.

Richard T. Sampson, radio consultant, to KPAS Banning, Calif., as manager.

Louis J. Link, assistant manager and chief engineer, city-owned WSUN-AM-TV St. Petersburg, Fla., appointed acting manager, following resignation of **Maj. George D. Robinson,** manager.

John Henry, sales manager, KOA-TV Denver, to KCSJ-TV Pueblo, Colo., in same capacity, succeeding **Robert Clinton,** to KIMN Denver in sales capacity.

Keith Culverhouse, director of sales presentations, WPIX (TV) New York, promoted to director of advertising and promotion.

Stuart J. Hepburn, account executive, WGAY Silver Spring, Md., named commercial manager.

MR. HEPBURN

Perry Bascom, sales representative, WIP Philadelphia, to WOR-TV New York as account executive.

Kenneth M. Johnson, Daren F. McGavren Co., San Francisco, to KNBC same city as account executive.

George E. Probst, director of radio and tv, Chicago U., appointed director of programs and

ssistant general manager, educational WGBH-M-TV Boston.

Russ Baker, acting program manager, KGO-TV San Francisco, named to that job.

Richard G. Huntley, production manager, WWOR-TV Worcester, Mass., to WMVT (TV) Montpelier, Vt., in similar capacity.

Lloyd Westmoreland, sales manager, CKOC Hamilton, Ont., named commercial manager, CKCK-TV Regina, Sask.

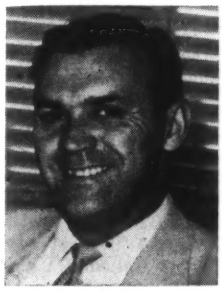
Don Quinn, vice president and sales manager, Lincoln Dellar stations (KXOA Sacramento, KXOC Chico, Calif., and KXOB Stockton, Calif.), to KABC-TV Hollywood as assistant general sales manager.

John J. Walsh, formerly advertising manager, Dayton Tire and Rubber Co., to WKRC-AM-TV Cincinnati and sister stations WTVN-AM-TV Columbus, as coordinating director of merchandising, promotion and publicity; **Fred Thomas,** promotion and publicity manager, WKRC-TV, promoted to publicity manager, WKRC-AM-TV; **Lila Lambert,** promotion and publicity manager, WKRC, promoted to promotion and merchandising manager, WKRC-AM-TV; **Helen Nugent,** promotion dept., WKRC-TV to assistant to Mr. Thomas in publicity dept.; **Dan Ries,** promotion dept., WKRC, to assistant to Miss Lambert.

MR. WALSH

George L. Snyder to WJBK-AM-FM-TV Detroit as merchandising manager.

Connie Halter, promotion writer, KCBS San Francisco, promoted to sales promotion assistant, succeeding **David Bogard,** who joins BBDO, N. Y., as account executive. **Edward Hayden** promoted to production writer.



MR. SNYDER

Robertson White, former Hollywood screen writer, to WBT and WBTV (TV) Charlotte, N. C., as program development supervisor.

Don McCarty, announcer, WCFL Chicago, promoted to newly-created post, assistant program director.

Tom Maness, continuity supervisor, WPTF Raleigh, N. C., to sales dept. as sales representative; **Helen Tucker** succeeds Mr. Maness.

Phil Waterhouse to KBIS Bakersfield, Calif., as head of news dept.; **Ed Wilson** to station as weatherman; **Jimmy Thomason** to station.

Bill Sheil, formerly with WTVO (TV) Rockford, Ill., to WREX-TV same city, as sports director.

Eddie Doucette signed to handle *Home Cooking* show, WNBQ (TV) Chicago.

Karl A. Rembe, sales manager, KVVC Ventura, Calif., and **Chuck Farmer,** western disc m.c., KVVC, to KVEN same city in sales dept. and as disc m.c.-chief engineer, respectively.

Herb Cahn, KJBS San Francisco, to sales staff, KROW Oakland, Calif.

Doug McKay, formerly announcer, WNMP Evanston, Ill., to production staff, WBBM Chicago.

James Walsh and **Vincent Rubertone,** RCA Institute graduates, to engineering staff, WHLI Hempstead, L. I., N. Y.

Iris Adams, traffic manager, KOAT-TV Albuquerque, to sales service dept., KTTV (TV) Hollywood.

Donna Austin, KSWS-AM-TV Roswell, N. M., to continuity staff, KEX Portland, Ore.

Ronny Born, former radio producer, WLW Cincinnati, to WLWD (TV) Dayton. **Kenny Price** and **Glenn Scott** to WLW and WLWT (TV) Cincinnati staff for *Midwestern Hayride* program; **Jimmy Wilbur** and **Jimmy James** to WLWT (TV), WLWC (TV) Columbus and WLWD (TV) Dayton as members of Crosley Broadcasting Corp.'s Joe Lugar Orchestra.

Larry Clark returns to WTMJ-AM-TV Milwaukee, from two years in sales promotion for Milwaukee firm.

Les Barry to KIMN Denver as newscaster and disc m.c.

Mac McGuire, disc m.c., WIP Philadelphia, to KYW same city, in same capacity.

Sheldon Wigler, radio-tv dept., Donahue & Coe Inc., N. Y., to WVNJ Newark, N. J., as account executive.

June Bell to WSYR-TV Syracuse, N. Y., as vocalist on *The Six-Thirty Club* and *Jim Deline Gang* programs.

George Putnam, newscaster, KTTV (TV) Hollywood, signs new three-year contract with station.

Bob Lee, manager, CHUM Toronto, resigns to co-form tv, industrial and educational film service, tentatively named Comprehensive Film Services.

George C. Biggar, president and general manager, WLBK DeKalb, Ill., elected to board of directors, DeKalb Community Chest.

Joe Wilson, sports announcer, WMAQ and WNBQ (TV) Chicago, honored by Illinois Harness Racing Group for outstanding contribution to sport.

Mrs. Grace Ryden, operator, amateur W9GME Chicago, and head of Radio Amateur Civil Emergency Service, same city, awarded $300 scholarship for tv technical practice to Northwest Radio & Television School at that city's branch for organizing women in area into emergency defense group.

Hugh White, engineer, WSYR-AM-TV Syracuse, N. Y., and Evelyn Goode were married July 24.

Robert C. Betts, newsman, KQTV (TV) Fort Dodge, Iowa, and Rita Fowler were married.

Jack Mahoney, sales staff, WIBG Philadelphia, father of son, Aug. 5.

REPRESENTATIVE PEOPLE

Richard P. Hogue appointed tv sales manager, Headley-Reed Tv Co., N. Y.; **I. N. Hardingham** appointed am sales manager, Headley-Reed Co.; **Austin Smithers,** formerly with ABC, to sales staff, Headley-Reed Tv.

Robert Hilton, owner-operator of Brooklyn advertising agency, to sales dept., CBS Radio Spot Sales, Hollywood, as assistant manager.

John Shelton, Avery-Knodel Inc., Chicago, to sales staff, Crosley Broadcasting Corp., same city.

Doug Brown, account executive, Headley-Reed Co., N. Y., father of girl, Jacqueline, July 30.

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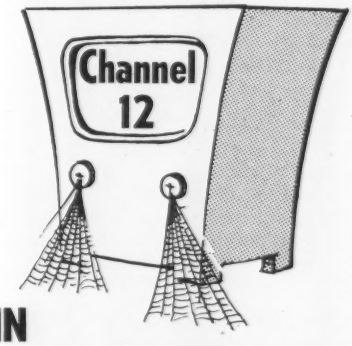

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REPRESENTED BY H-R TELEVISION, INC.
COVERS CENTRAL KANSAS

MICKELSON TO HEAD NEW CBS NEWS UNIT

CBS-TV director of news and public affairs becomes vice president of CBS Inc. to head combined radio and tv news division.

PLANS for reorganization of the news and public affairs departments of CBS Radio and CBS-TV into a single operating unit under the direction of Sig Mickelson was announced last week by Dr. Frank Stanton, CBS president.

In the changeover, Mr. Mickelson, director of news and public affairs for CBS-TV since July 1951, becomes vice president of CBS Inc. in charge of CBS news and public affairs. The new unit will serve both radio and television divisions.

MR. MICKELSON

"This consolidation will not only provide greater flexibility in our world-wide news and public affairs coverage," Dr. Stanton said, "but it will permit the greatest possible use of our newsmen and correspondents in both radio and television, and allow both media to take advantage of the rich experience of our foreign staff."

Dr. Stanton observed that Mr. Mickelson's appointment was in accordance with the view expressed last spring by William S. Paley, CBS chairman of the board, that top management in broadcasting must give increased attention and emphasis to the operation of news and public affairs.

"Mr. Mickelson will be in complete charge of all news and public affairs broadcasts on both radio and television," Dr. Stanton said. "As a vice president of the parent company of the CBS radio and television divisions, his status and authority will be equal to that of the heads of our most important departments."

It was said that Mr. Mickelson will announce shortly his detailed plans for the new organization, which will be identified as CBS news and public affairs.

Mr. Mickelson was born 41 years ago in Sioux Falls, S. D., and was graduated in 1934 from Augustana College, Sioux Falls, following several years as a newspaper reporter and editor on *The Sioux Falls Argus Leader* and as a newscaster for KSOO in that city. He joined WCCO Minneapolis (then a CBS-owned outlet) as news editor in 1943. He served successively as director of news and special events, director of public affairs and production manager before shifting to CBS in New York in December 1949 as director of public affairs. In July 1951, he was appointed director of news and public affairs for CBS-TV.

Manion Forum Negotiates For MBS Broadcast Series

REPORTED negotiations with MBS for a series of weekly radio broadcasts, to be underwritten by the newly-formed Manion Forum of Opinion, were confirmed last Wednesday by Dr. Clarence E. Manion, former dean of law at Notre Dame U. and co-chairman of the For America organization [CLOSED CIRCUIT, Aug. 9].

Dr. Manion will speak on behalf of the MFO, a privately-financed, non-profit group, in a series of talks starting Oct. 1, it was reported. The 15-minute broadcasts will commence over about 30 Mutual outlets (reportedly coast to coast) and be extended eventually to the full network of some 540 stations, according to E. Ross Humphrey, president of E. Ross Humphrey & Assoc., Chicago agency handling For America advertising.

Earlier, Dr. Manion, who is former chairman of President Eisenhower's Government Relations Commission, reportedly had denied any connection between the forum and For America, which was avowedly set up to fight "international socialism" and "centralized federal power." The forum is headed by B. K. Patterson, president of St. Joseph National Bank & Trust Co., South Bend, Ind.

Present plans call for the broadcasts to be aired on Sunday evenings, perhaps around 9 or 9:30 p.m.

Contributions of from $250 to $10,000 or more are currently being solicited out of Chicago from some 340 business leaders and solicitations will be extended later to 50,000 business, industrial and professional leaders throughout the country. The forum hopes to have sufficient funds in time to launch the series Oct. 1.

MEL WHEELER (c), president and general manager, WEAR-TV Pensacola, Fla., signs with ABC-TV to become the network's interconnected affiliate in the Mobile Bay area, effective Oct. 1. Representing ABC-TV are Earl Mullin (l), regional manager, stations relations department, and Alfred R. Beckman, national director of the stations relations departments. Ch. 3 WEAR-TV's radio affiliate, WEAR, has been an ABC affiliate for several years.

Lee Tv Network Claims Ample Stations in Fold

SUFFICIENT affiliates are now signed to "assure financial and operational success" of the proposed Lee International Tv Network, which plans to operate as a wholly-commercial film hookup, Raymond L. Kulzick, Lee president, has announced.

Mr. Kulzick said Lee would show filmed programs (none sustaining) simultaneously on affiliate stations starting Sept. 26, but declined to report how many stations have signed. Programs would be built in 10-minute units for evening telecasts, he said. Lee also will have its own music and obtain an affiliation with a music publishing house, he added. The network will deliver three hours of program each day, according to Mr. Kulzick, who is described also as president of R. L. Kulzick Inc., advertising agency. Seven shows are ready for production, he said.

Mr. Kulzick also announced interview auditions for talent whose records Lee proposes to release. Auditions will start Aug. 13, he added. The network is a division of R. Lee Ltd., 409 E. Washington Ave., Madison 3, Wis.

WTPA (TV) to Join ABC-TV

WTPA (TV) Harrisburg, Pa. (ch. 71), will join ABC-TV as an affiliate on Sept. 19, it was announced last week by Alfred R. Beckman, national director of ABC's station relations departments. WTPA is owned and operated by Harrisburg Broadcasters Inc., with David J. Bennett as vice president and general manager.

WGTH-TV Now DTN Affiliate

WGTH-TV Hartford, Conn. (ch. 18), became an affiliate of the DuMont Television Network Aug. 1. The station operates with 163 kw and serves an area with a total population of 1,255,000.

Exclusive CBS for Western Washington
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One of the Nation's Great Stations
710 KC • 50,000 WATTS SEATTLE

ABC NAMES PETRY FOR WEST COAST

EDWARD PETRY & Co. will represent the ABC radio and television networks on a regional basis on the West Coast, effective Sept. 1, under an agreement announced jointly last Friday by Earl Hudson, vice president in charge of ABC's western division, and Edward Petry, president of the station representation firm.

The Petry company since Sept. 1, 1952, has represented ABC's four owned radio and tv stations on the West Coast—KABC-AM-TV Los Angeles and KGO-AM-TV San Francisco—and also the network's WABC-AM-TV New York. The other ABC-owned outlets, WLS and WBKB (TV) Chicago and WXYZ-AM-TV Detroit, are represented by John Blair & Co. (radio) and Blair-Tv (television).

Under the new plan to extend ABC's sales operations regionally on the West Coast, the announcement noted, the networks' western division sales force will be augmented.

Mr. Petry said:

"The highly concentrated sales effort that the combined staffs of ABC and the Petry organization will bring to bear will have far-reaching results in the radio and television industry. We welcome this greater association with ABC as a dramatic move which will bring new sales techniques and drive to the highly competitive fields of spot sales in radio and television."

Mr. Hudson asserted:

"This will provide ABC's regional radio and television networks with the maximum selling impact. The move will bring to peak efficiency the network's selling both in radio and television and will enable ABC to provide even better service to its clients."

Five Outlets Form Calif. Valley Group

FORMATION of the California Valley Group of five radio stations was announced last week by Avery-Knodel Inc., national sales representatives, which described the move as "the most significant development in California radio in many years."

The stations forming the group are KFRE Fresno, KROY Sacramento, KERO Bakersfield, KHSL Chico and KVCV Redding. The combined facilities of all five stations, or combinations of three of them, will be made available to national spot advertisers with discounts ranging up to 20% below established rates, according to Avery-Knodel.

Bell Has 47 Cities Linked for Color Tv

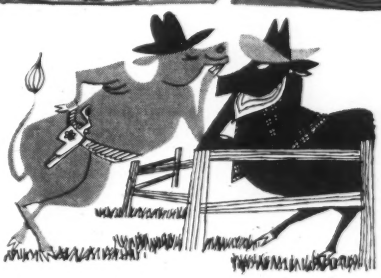
AS OF Aug. 1 the Bell System intercity television network had approximately 29,000 channel miles converted to make color tv service available to stations in 47 cities. As of Dec. 31, it is estimated, about 40,000 channel miles will be so equipped, to serve 94 cities.

This data was supplied to FCC last week by American Telephone & Telegraph Corp.'s Long Lines Division along with lists of the cities now served by color-adapted channels and those to be served by the end of the year.

Served as of Aug. 1: Atlanta; Baltimore; Binghamton; Bloomington; Boston; Chicago; Cincinnati; Cleveland; Columbus, Ohio; Dallas; Davenport, Iowa; Detroit; Fort Worth; Fresno; Grand Rapids, Mich.; Houston; Huntington, W. Va.; Jackson, Miss.; Johnstown, Pa.; Kansas City; Lancaster, Pa.; Los Angeles; Louisville; Memphis;

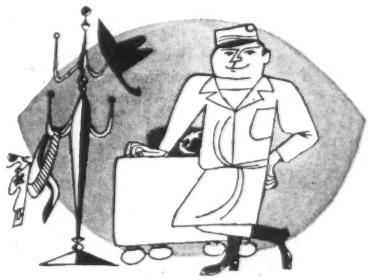
A Tale of Two Steers

or—Why we have beef the year round instead of just at roundup time

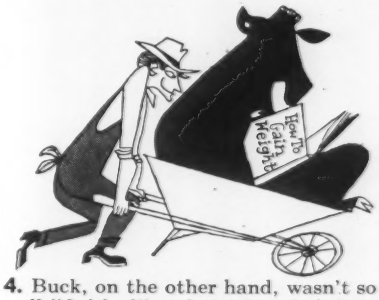


1. Tex and Buck were two steers which grew up on adjoining ranches. At roundup time (in late summer and fall, when the grass began to dry up) they left their home on the range to go to the city.

2. At the stockyards the steers were sized up by *two kinds* of buyers: (1) Meat packers, who estimated how much beef they could *get out* of them; (2) Cattle feeders, who estimated how much beef they could *put on* them.



3. Tex, and others like him, was bought by a meat packer, and shortly thereafter contributed his share of fine pot roasts, stews, and hamburgers.



4. Buck, on the other hand, wasn't so well "finished" and was bought, along with some other steers, by a cattle feeder—a man who runs a "boarding house" for cattle.

5. Here Buck lives a life of ease—with nothing to do but eat. (Actually this is very useful work, because he is turning grains and grasses that people don't, or can't, eat into extra pounds of fine beef that they do want.)

6. In 3 to 6 months—after Buck has put on a lot of weight (200 to 450 lbs.)—he will return to the stockyards. He will arrive at the time of year when less beef is coming from the cowboy country.

7. Because farmers buy many cattle like "Buck" and add to their weight and quality, the supply of beef is evened out. If they didn't, we'd have much less beef in the winter, spring and early summer—and prices of all beef would be much higher between one year's roundup time and the next.

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Milwaukee; Minneapolis; Nashville; New Orleans; New York; Oklahoma City; Omaha; Philadelphia; Providence; St. Louis; St. Paul; Salt Lake City; San Antonio; San Francisco; Schenectady; Syracuse; Toledo; Tulsa; Utica, N. Y.; Washington, D. C.; Wilmington, Del.; Winston-Salem, N. C., and Youngstown, Ohio.

To be added by Dec. 31: Ames, Iowa; Austin, Tex.; Bangor, Me.; Bethlehem, Pa.; Buffalo; Champaign, Ill.; Charleston, W. Va.; Charlotte, N. C.; Columbia, S. C.; Des Moines; Erie, Pa.; Fort Wayne, Ind.; Galveston, Tex.; Hampton, Va.; Hannibal, Mo.; Hutchison, Kan.; Indianapolis; Jacksonville, Fla.; Knoxville; Lansing, Mich.; Little Rock, Ark.; Lynchburg, Va.; Macon, Ga.; Meridian, Miss.; Miami; Monroe, La.; Norfolk, Va.; Peoria, Ill.; Phoenix, Ariz.; Portland, Me.; Portland, Ore.; Reading, Pa.; Richmond, Va.; Roanoke, Va.; Rochester, N. Y.; Rock Island, Ill.; St. Joseph, Mo.; San Diego; Seattle; Sioux City, Iowa; South Bend, Ind.; Springfield, Mass.; Springfield, Mo.; Tacoma, Wash.; Topeka, Kan.; Wheeling, W. Va.

NETWORK PEOPLE

John Asher, sales promotion manager, CBS Radio, Hollywood, to Columbia Pacific Radio Network, same city, as director of sales promotion and advertising, succeeding **James W. Frost,** promoted to newly-created position, manager of sales development.

MR. ASHER

Philip Cohan, CBS-TV producer, and **H. K. Henry,** Montgomery Ward & Co., Chicago, to N. W. Ayer & Son, Hollywood and Philadelphia, respectively, as members of plans-merchandising dept. and tv staff.

Joe Connelly and **Bob Mosher** signed as executive producers, CBS Radio *Amos 'n' Andy Music Hall* series (Mon.-Fri., 9:30-9:55 p.m. EST) which starts Sept. 13; **Sam Pierce,** producer-director, Edgar Bergan program, **Cliff Howell,** director, *Amos 'n' Andy* program, and **Jack Daley,** former motion picture studio and recording company publicity agent, signed as producer, director and recording and contact man, respectively.

Robert Bowen, publicist, ABC-TV Hollywood, to NBC, same city, in similar capacity.

William Philipson, formerly general manager, ABC Western div., appointed executive producer to producer David O. Selznick, on *Light's Diamond Jubilee* show, to be telecast Oct. 24 over ABC-TV, CBS-TV, DuMont TV and NBC-TV.

James H. "Sleepy Jim" Crowley, member of "Four Horsemen of Notre Dame" football foursome and vice president and general manager, WTVU (TV) Scranton, Pa., selected to do color comment for NBC-TV's Canadian professional football game telecasts starting Aug. 28.

Dick Satterfield, beauty authority, and **Chef Phillip,** cooking instructor, sign 13-week contracts to appear on NBC-TV's *Home* show.

CBS' NET INCREASES IN FIRST HALF

Six-month statement reports consolidated net income of CBS Inc. and domestic subsidiaries passed $5 million mark. Gross for same period: Over $131 million.

CONSOLIDATED net income of CBS Inc. and its domestic subsidiaries during the first half of 1954 totaled $5,177,449 as compared to $4,793,377 for the same period of 1953, according to a six-month statement issued last Wednesday by Board Chairman William S. Paley.

The total for the first six months of this year represents $2.21 per share as against $2.05 for the comparable 1953 period.

Gross income after discounts, commissions and returns was $131,442,767 for the first half of 1954 as compared to $144,790,241 for the first half of 1953.

The statement was issued at a CBS board meeting at which a cash dividend of 40 cents a share was declared on class A and class B stock, payable Sept. 10 to stockholders of record at the close of business on Aug. 27.

The consolidated income statement:

	Six Months Ended July 3, 1954 (26 Weeks)	Six Months Ended July 4, 1953 (26 Weeks)
Gross Income	$176,016,777	$151,253,680
Less—Discounts, commissions and returns	44,574,010	36,463,439
	131,442,767	114,790,241
Deduct:		
Operating expenses and cost of goods sold	$96,873,761	$83,725,213
Selling, general and administrative expenses	20,339,351	17,556,636
Provision for depreciation and amortization of leasehold improvements	2,284,361	1,742,993
	119,497,473	103,024,842
	11,945,294	11,765,399
Miscellaneous income, less miscellaneous deductions	317,845	292,022
Income before federal taxes on income	11,627,449	11,473,377
Provision for federal taxes on income	6,450,000	6,680,000
Net Income for Period	$ 5,177,449	$ 4,793,377
Earnings per Share	$2.21	$2.05

Bold denotes red figures

Notes:

1. The provision for federal taxes on income shown above for the six months ended July 4, 1953 is $790,000 less than the amount previously reported. This reduction in tax provision, and the corresponding increase in net income for the period, reflect the applicable amount of change arising from certain tax regulations issued late in 1953, affecting companies engaged in television broadcasting.
2. The 1954 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

August 11, 1954

SAMUEL R. DEAN, Treasurer

DuMont Tube Sales Increase

INCREASE of 160% in sale of DuMont tv picture tubes in far western states during first six months of 1954 over the comparable period of 1953 was reported last week by Edwin B. Hinck, replacement sales manager for Cathode-Ray Tube Div. of Allen B. DuMont Labs. This increased rate of sale, Mr. Hinck said, led to the establishment of a west coast sales and service depot in Los Angeles, with George Jollie in charge.

CONTRACTING for a DuMont 25 kw transmitter and control equipment for KCOM-TV Sioux City, Iowa, are (l to r): Dietrich Dirks, president, KCOM Broadcasting Co.; Al Smith, KCOM chief engineer, and J. B. Klindworth, DuMont sales engineer. The ch. 4 outlet expects to be on the air by Sept. 1.

RCA'S STAY REQUEST DISPUTED BY JUDGE

Petition to stay the $16 million anti-trust suit by Zenith and subsidiary Rauland branded groundless by judge.

RCA's petition before the U. S. Court of Appeals, Chicago, for a stay in the $16 million anti-trust suit lodged by Zenith Radio Corp. and its subsidiary, Rauland Corp., was branded by Federal District Court Judge Michael L. Igoe as groundless last Thursday.

In a lengthy brief filed with the appellate court, Judge Igoe backed up his earlier contention that the trial should be pursued and that its outcome should not hinge on the outcome of development in a Delaware district court over patent issues.

Last month RCA filed an appeal for the writ, claiming that Judge Igoe erred on several counts and sought a stay. The appellate court issued a show-cause order asking why such a stay should not be continued at RCA's request.

In effect, Judge Igoe Thursday accused RCA, on the basis of evidence submitted to him through the prolonged proceedings, of playing "one court against another."

He cited five reasons why he was well within his judicial rights in refusing RCA's plea for a stay:

(1) Rauland, Zenith's tube subsidiary, is not a party to the Delaware suit and can assert no treble damage claim there, having been denied intervention by Judge Leahy.

(2) Rauland's treble damage claim cannot be asserted in Delaware by Zenith because a stockholder, even a sole stockholder, cannot maintain a treble damage suit on behalf of the corporation.

(3) Under the federal rules of civil procedure Zenith should not be deprived of its constitutional right to a trial by jury by virtue of the Delaware case in which the only anti-trust issues are misuse issues which are to be tried solely before the court.

(4) Rauland cannot be deprived of its jury

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trial in the Chicago court by virtue of anything that happened in Delaware, because it is not a party to that suit and cannot be bound by anything that occurs in that forum.

(5) There is no prospect of a trial of any anti-trust issue in the Delaware court for at least a year.

Judge Igoe noted that "Judge Leahy accepted the RCA contention that the issues in the Chicago and Delaware actions were not the same and for that reason refused to stay the Chicago action."

Last May Judge Leahy, in effect, denied Zenith's counterclaim on its 1946 patent suit against RCA, General Electric and others, and also, in effect, dismissed the proceedings.

In Chicago, Zenith and Rauland have filed a $16 million suit against RCA, General Electric and Western Electric Co., claiming a monopoly in the patent field, after RCA had charged Zenith with patent infringements.

Judge Igoe claimed that "in view of the fact that the Delaware action can in no event dispose of any issue, for or against Rauland, because it is not a party thereto, it seemed clear to [me] that RCA had made no showing which would justify a stay against the use of discovery proceedings permitted by the federal rules of civil procedure."

He added that RCA's plea for a stay "seeks to obscure . . . their present contention about the "basic controversy" has been ruled on adversely by Judge Leahy in Delaware."

He continued:

"Since mandamus is an extraordinary writ to be used only where no other remedy is available and since it appears that RCA has never attempted to exercise any remedy by injunction in Delaware, it would appear clear that RCA has made no case for the issuance of a writ of mandamus here [in Chicago]."

Judge Igoe claimed "the record shows that Zenith was sued by RCA in Chicago and that RCA is now attempting to defeat the jurisdiction of the Chicago court which it first invoked."

Judge Igoe noted that the case in Delaware involves patents on radio-tv sets while the Chicago dispute covers cathode ray tube patents.

Zenith Report Reaffirms Intent to Wait on Color Sets

ANTICIPATION of a greater market for black and white receivers has prompted Zenith Radio Corp. to step up its production plans for the second half of 1954, but the firm has reiterated its intention of not offering for sale any color tv sets "in the near future."

Those were the highlights of a financial report announced by Zenith last week and signed by Comdr. Eugene F. McDonald Jr., president.

Comdr. McDonald also reported that Zenith was highly gratified with results of the recent technical experiments of Phonevision in New York City where the company cooperated with WOR-TV there on a special project to test the technical feasibility of the subscription tv method.

Zenith also reported estimated net consolidated profits for itself and subsidiaries of $1,288,246 for the six months ended June 30, 1954, compared to $2,776,190 for the same period last year. Figures were derived after allowance for depreciation, excise and federal income taxes, and reserves for contingencies. Sales for the first six months were $56,681,409 compared to $82,207,174 for that period in 1953.

Tv Set Purchases Stimulated '53 Appliance Sales—Admiral

INCREASED tv set purchases stimulated the sale of refrigerators and other major household appliances in 1953 to 1950-51 levels, according to an Admiral Corp. survey announced by Robert L. Anderson, business research manager. Tv set buying rose 3% last year, with network tv service cited as an important factor.

The largest tv set gains were reported in west and north central regions, ranging from 12 to 17%. The survey also showed a 7% increase over 1951, 11% over 1950, in the use of credit among tv buyers. The $7,500 or over income group accounted for the largest percentage, 21%, of tv purchases. The largest gain with tv ownership tripling between 1952 and 1954 was in the $1,000 and under group.

Cities of 50,000 population and over (except in the 12 largest metropolitan areas) almost doubled percentage of ownership from 1952-54, jumping from 27 to 53%. Towns and cities under 2,500 more than doubled ownership percentage, but the biggest gain was in open country areas which more than tripled ownership from 8 to 26%, attributed largely to increased power by tv stations serving fringe areas and more powerful receivers.

RCA Promotes Seidel

ELECTION of Robert A. Seidel as executive vice president, Consumer Products Division, RCA, was announced last week by Frank M. Folsom, president of RCA. Mr. Seidel, who joined RCA as a vice president in 1949, recently was named Consumer Products vice president succeeding Joseph B. Elliott, who resigned to become president of Schick Inc., Stamford, Conn. [B•T, July 19].

MR. SEIDEL

ARE YOU READY FOR THE 45'S?

Newest Fairchild Turntable gives exact timing at all 3 speeds

If the recent decision of the Record Industry to standardize disc jockey releases at 45 rpm makes your present equipment inadequate, you need the Fairchild 530 Transcription Turntable.

Exact timing of all transcribed program material for radio and television applications is assured. The Fairchild 530 reaches stable speed quickly without overshoot . . . completely eliminates rumble or noise caused by vibration.

IMPORTANT

The drive used in the Fairchild 530 is also available in kit form, permitting easy conversion of your present equipment to 3-speed operation.

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PRICE CUT 50% ON RCA COLOR SET

REDUCTION of 50% in the retail price of RCA's current 15-inch color console television set, bringing its price to $495, was announced last week by Henry G. Baker, vice president and general manager of RCA Victor's television division. He said the move was made "in anticipation of the advent of a larger-screen color television receiver."

The reduction came several days after Emerson Radio & Phonograph Corp. announced it was prepared to distribute a 15-inch color set for $695 [B•T, Aug. 9]. Motorola Inc. has reported it is producing a color receiver for $895, using CBS-Hytron's 19-inch color tube.

In a letter to distributors, Mr. Baker said receivers would sell for $495 instead of $1,000 and RCA would pay rebates to distributors on all sets shipped and to dealers on those already sold, who will pass the saving along to all consumers who have purchased sets. He emphasized that the action was adopted so that inventories could be cleared before the introduction of the 21-inch color receivers now being developed by RCA. The company has produced about 5,000 15-inch color sets.

RCA's newly developed 21-inch tri-color kinescope tube is scheduled to be demonstrated on Sept. 15. At the same time RCA has said it will unveil a new color tv receiver chassis having "greatly simplified circuitry which results in a significant reduction of costs."

Spokesmen for both Emerson and the Westinghouse Electric Corp. told B•T they had no immediate plans for reducing prices of their 15-inch sets. Westinghouse's four-door console model retails for $1,100. An official of the General Electric Co. said he had "no comment" to make about a possible price change, but pointed out that the company has produced "only a few sets," which have been used mostly for demonstration and training purposes. GE's 15-inch color set retails for $1,000.

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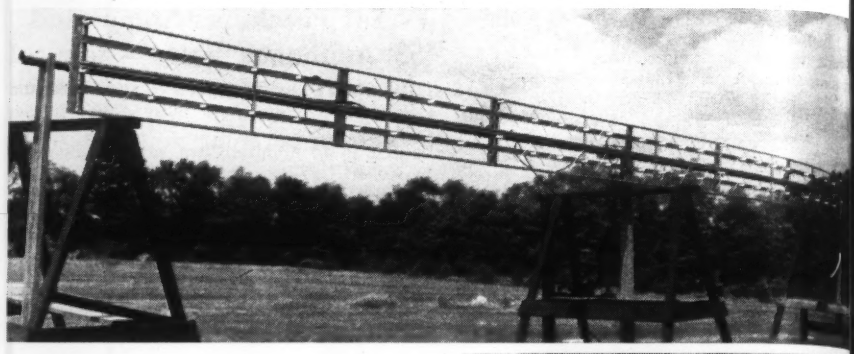
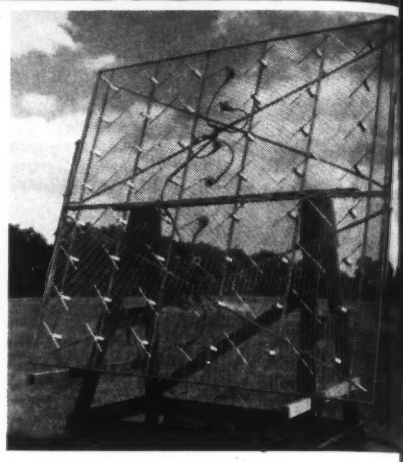
Henry Greenfield, Managing Director

WEVD 117-119 West 46th St., New York 19





Vicksburg Booster

RCA's booster system used at Vicksburg, Miss., to feed stepped-up ch. 25 signals from WJTV (TV) Jackson, Miss., into the area, utilized novel types of transmitting (above) and receiving (right) antennas. Power was increased 200 times by high-gain antennas and amplifier [B•T, Aug. 9]. Transmitting antenna consisted of 38-foot, two-row zig-zag array. Receiving antenna with 100 gain is eight feet square and has eight zigzag radiator rows spaced half wavelength apart on a reflector screen. System produced a 23 db improvement in field intensity in at least 50% of its total receiving areas.

C.R.T. Electronics Quits After Dispute With Union

C. R. T. ELECTRONICS Corp., Mount Vernon, N. Y., last week announced plans to liquidate its assets and go out of business after a labor union tried to organize the plant in a test case.

William Genz, vice president, said 20 employes of C. R. T., which has been manufacturing television picture tubes for the past four years, have been discharged. He told B•T that the company objected to the "strong-arm" tactics of two organizers of the Amalgamated Local 160 of the Playthings, Jewelry & Novelties Workers Division of the Retail, Wholesale and Department Store Union (CIO). He said the organizers strode into the plant on Aug. 6 and rang plant bells to summon workers to a union meeting.

Mr. Genz confirmed that the union had induced the State Mediation Board to call a hearing in New York for last Tuesday, but said that neither he nor Stephen Weston, C. R. T. president, would attend as they would be busy selling company assets. He said he had no objection to a union, if the move had come from plant employes themselves.

A union spokesman said that 18 of the 20 employes at C. R. T. had signed with the local. He claimed that C. R. T. paid "sub-standard" wages and disputed company statements on paid vacations, holidays and other "fringe" benefits.

CBS-Columbia Color Display

A LINE of large-screen color tv receivers will be introduced by CBS-Columbia, set manufacturing division of CBS, at a national distributor convention at the Drake Hotel in Chicago on Aug. 30 along with plans for a color merchandising program that "will demonstrate how black-and-white and color can live together profitably for many years to come," it was announced last week. The new receivers will incorporate the "205" Colortron picture tube recently introduced by CBS-Hytron, another CBS division. Harry Schecter, CBS-Columbia vice president in charge of sales, said it would be the "most significant convention ever held in the history of CBS-Columbia."

GE Plans Microwave Electron Laboratory

PLANS for the establishment by the General Electric Co. of a new electron tube development laboratory in a structure on Stanford U[niversity] land were announced jointly last week by Dr. W. R. G. Baker, GE vice president and general manager of the company's electronics division at Syracuse, and Dr. Wallace Sterling, president of Stanford U.

Dr. Baker explained that work at the laboratory will be concentrated on developing and exploring the application of microwave electron tubes which he said "promise to revolutionize the broadcast, communications and radar industries over the next 10 years." He predicted that these tubes, used in radar system, will permit longer detection ranges and more reliable operation, and in television will improve fringe area reception. He claimed they also will permit "a much more efficient utilization of communications channels for aviation and air traffic control, for police and emergency use, for microwave relay and other industrial and military purposes."

H. R. Oldfield Jr., recently manager of plans and product applications in the laboratories department at Syracuse, has been named manager of the new GE laboratory. Previously he had been manager of the GE advanced electronics center at Cornell U., Ithaca, N. Y.

Transmitting Equipment

Station	Transmitter	Power	Band	Use
	Shipments			
Radio Co.				
WRWB	Kissimmee, Fla.	250 w	am	new station
WJSB	Crestview, Fla.	250 w	am	new station
KLPW	Union, Mo.	250 w	am	new station
KMWL	York, Neb.	500 w	am	new station
WCKM	Roaring Springs, Pa.	500 w	am	new station
KTLD	Tallulah, La.	500 w	am	new station
WEBY	Milton, Fla.	1 kw	am	new station
WABR	Winter Park, Fla.	1 kw	am	new station
WKOA	Hopkinsville, Ky.	1 kw	am	new station
—	Lumberton, N. C.	1 kw	am	new station
WKKH	Hattiesburg, Miss.	1 kw	am	new station
WDCD	Dalton, Ga.	1 kw	am	new station
WVHH	Rochester, N. H.	5 kw	am	power increase
WDVH	Gainesville, Fla.	5 kw	am	new station
CKVL	Montreal, Que.	10 kw	am	power increase
	Orders			
B. DuMont Labs				
WNEM-TV	Bay City, Mich.	25 kw	tv (ch. 5)	power increase
ral Electric Co.				
KPRC-TV	Houston, Tex.	5 kw	tv (ch. 2)	power increase

THER EQUIPMENT: GE also reported last week it had pped a 20 kw amplifier to KHOL-TV Holdrege, Neb., and five-bay antenna and studio equipment to WCMB-TV rrisburg, Pa.

trike Effects Philco Loss

HILCO reported a loss of $703,000 for the cond quarter of this year, reflecting the effects of the 45-day strike at its Philadelphia nd Sandusky, Ohio, plants.

In the second quarter of 1953, the company d net income from operations of $3,532,000, ual to 91 cents a share on common stock, d an additional $1.40 a share from noncurring income resulting from the sale of PTZ (TV) Philadelphia, bringing total earngs to $2.31 a share for that quarter.

For the first six months of 1954 sales were 74,676,000 and net income after taxes was ,735,000 or 41 cents a common share. Last ar's first half figures were $238,522,000 and 6,933,000, respectively, or $1.79 a share, to hich was added the non-recurring income ual to $1.40 a share.

Chicago Fm Traffic Control

N ELECTRONIC traffic control system ilizing fm will be put into operation in Chiago next Jan. 1, Mayor Martin Kennelly nounced last week. Thirteen downtown and her selected intersections will be controlled radio, with the master antenna located atop hicago's Board of Trade Bldg. Initial radio stallations, adjudged to be far cheaper than system of automatically-set off cables, will st about $40,000 at the outset and will utilize e fm band of 27.255 mc. FCC recently issued license for operating transmitter equipment ere after twice previously rejecting the city's pplication. Fm control may eventually be tended to some 450 intersections known to ave traffic problems. The system will be udied by traffic engineers "the world over," cording to Ralph F. Michel, associate city affic engineer, who helped work out the stem.

MANUFACTURING SHORTS

RCA tube div., Harrison, N. J., announced ew twin-unit power tube (RCA-6524) for use n fixed or mobile communications equipment n uhf 450-470 mc range. Tube is engineered or use as push-pull rf amplifier or as frequency tripler.

Conrac Inc., Glendora, Calif., announces its irst color monitor, using a tri gun 15 GP22 inescope, mounted in a standard 19" relay ack, and occupying only 26¼" of rack space, as been delivered as part of a quantity to a ajor network.

Sylvania Electric Products Inc., tv picture tube iv., Seneca Falls, N. Y., announces two new 17- and 27-inch aluminized tv picture tubes.

Sylvania Electric Products Inc., N. Y., announces new 7-inch oscilloscope (404), high-gain, wide-band instrument created specifically for designing and servicing tv receivers.

Allen B. DuMont Labs, Clifton, N. J., established display and demonstration room for company's television and electronic products on 82nd floor of Empire State Bldg., N. Y.

George Sheets, who represents Stromberg-Carlson Co., Rochester, N. Y., in Washington as engineering consultant on all S-C electronic and communications contracts, moves office to Suite 712, Cafritz Bldg., 1625 Eye St., N. W.

Rek-O-Kut Co., Long Island City, N. Y., announces two new 3-speed 12-inch precision Rondine turntables in model B-12, powered by specially designed 4-pole induction motor, and model B-12H, employing custom-built, hysteresis synchronous, self-lubricating motor.

MANUFACTURING PEOPLE

Henry T. Roberts, general manager, commercial music div., Magnecord Inc., Chicago, additionally elected vice president in charge of division.

Sturtevant Hinman, formerly vice president-director, Sinclair Refining Co., N. Y., and **Robert D. Michels,** attorney, elected vice presidents, Television Shares Management Corp., Chicago underwriter and investment advisor of Television Electronics Fund.

John W. Mullen, eastern regional sales manager, Philco Corp., Phila., to Dage television div., Thompson Products, Beech Grove, Ind., as

MR. STEWART

MR. MULLEN

eastern district sales manager; **Wynne E. Stewart,** sales engineer, Kierulff Electronics, L. A., (Dage distributors), to same division as southeastern district sales manager.

Raymond W. Herrick, national sales manager, radio div., Admiral Corp., Chicago, to Emerson Radio and Phonograph Corp., N. Y., as western Michigan, northern Indiana and northwestern Ohio district manager.

Jack Siegrist, advertising manager, Motorola Inc., Chicago, to television receiver div., Allen B. DuMont Labs, Clifton, N. J., as merchandising manager, newly-created position, effective Sept. 1.

Robert S. Burros to Olympic Radio & Television Inc., Long Island City, N. Y., as advertising and sales promotion manager.

John S. Pitts, assistant personnel director, Plough Inc., Memphis, additionally appointed public relations director.

Paul F. Harper, radio div., Western Electric Co., N. Y., transfers to Hollywood office as West Coast representative for patent licensing matters.

THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET

37
SPONSORS
ON
CBS-TV

Network time buyers know that thrifty-fifty is a nifty buy! And only WEHT delivers CBS-TV to the Indiana, Illinois, Kentucky Tri-State.

REPRESENTED
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Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50

Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

"This is the Deacon Speakin'"

By all odds the top farm-program personality in Central New York, Bob Doubleday, the RFD Deacon, mixes wisdom and wit to hold the enthusiasm of his huge farm audience. City slickers listen, too. Participating, Monday through Saturday,

5 to 7 a.m.

Henry I. Christal Co., Inc.
National Representatives

WSYR SYRACUSE 570 KC
NBC AFFILIATE

Station Authorizations, Applications
(As Compiled by B•T)

Aug. 5 through August 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,573	533	105
CPs on air	19	26	†304
CPs not on air	121	12	169
Total on Air	2,592	559	409
Total authorized	2,713	571	578
Applications in hearing	120	3	186
New station requests	167	5	16
New station bids in hearing	64	0	174
Facilities change requests	128	17	31
Total applications pending	714	103	227
Licenses deleted in July	0	0	0
CPs deleted in July	1	0	1

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

* * *

Am and Fm Summary through Aug. 11

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,596	2,574	142	167	70
Fm	562	536	38	5	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	253	308	561[1]
Educational	14	18	32

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	266	117	383
Noncommercial on air	3	4	7

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	923	337	715	526	1,242[2]
Educational	55		28	27	55[3]
Total	978	337	743	553	1,297[4]

[1] Nine-two CPs (16 vhf, 76 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 32 already granted.
[4] Includes 593 already granted.

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

Tampa, Fla.—The Tribune Co. (WFLA) granted vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,035 ft., above ground 1,054 ft. Estimated construction cost $961,887, first year operating cost $655,000, revenue $270,000. Post office address Corner Lafayette & Morgan Sts., Tampa., Fla. Studio location Lafayette & Morgan Sts., Tampa, Fla. Transmitter location near Routes 41 & 316, near Tampa, Fla. Geographic coordinates 27° 50′ 27″ N. Lat., 82° 15′ 48″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include Chairman of Board **D. T. Bryan,** President-Treasurer **John C. Council,** Vice President **James A. Griffin Jr.,** Vice President **Truman Green,** Secretary **J. S. Bryan Jr.** Granted Aug. 4.

Beaumont, Tex.—Beaumont Bcstg. Corp. (KFDM) granted vhf ch. 6 (82-88 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 537 ft., above ground 600 ft. Estimated construction cost $317,450, first year operating cost $200,000, revenue $350,000. Post office address 1420 Calder Ave., Beaumont. Studio location 1420 Calder Ave. Transmitter location on U. S. Highway #90, about two miles East of Vidor, Tex. Geographic coordinates 30° 08′ 29″ N. Lat., 93° 58′ 38″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include President **D. A. Cannan** (27%), Executive Vice President **C. B. Locke** (19%), Secretary-Treasurer **Howard H. Fry** (2%), **L. H. Cullum** (8%) and **Mary L. Fentress** (8%). Granted Aug. 4.

Existing Tv Stations . . .

ACTIONS BY FCC

KOVR Stockton, Calif.—Television Diablo Inc. granted mod. of CP for ch. 13 to change transmitter and studio location to 519 E. Market St.; ERP to 100 kw visual, 50 kw aural; antenna height above average terrain 3,240 ft. Granted Aug. 6; announced Aug. 10.

WTHS (TV) Miami, Fla.—Lindsy Hopkins Vocational School granted CP for reserved education ch. 2 to change ERP to 5 kw. Granted Aug. 4; announced Aug. 10.

WPBN-TV Traverse City, Mich.—Midwestern Bcstg. Co. granted STA to operate commercially on ch. 7 for the period ending Jan. 25, 1955. Granted July 30; announced Aug. 10.

WGR-TV Buffalo, N. Y.—WGR Corp. granted STA to operate commercially on ch. 2 for the period ending Dec. 7. Granted Aug. 2; announced Aug. 10.

WSJS Winston-Salem, N. C.—Triangle Bcstg. Corp. granted mod. of CP for ch. 12 to change ERP to 288 kw visual, 200 kw aural; antenna height above average terrain 770 ft. Granted Aug. 6; announced Aug. 10.

KXJB-TV Minot, N. D.—N. D. Bcstg. Co. granted STA to operate commercially on ch. 13 for the period ending Jan. 6, 1955. Granted July 30; announced Aug. 10.

WAZL-TV Hazelton, Pa.—Hazelton Tv Corp. granted mod. of CP for ch. 63 to change ERP to 20 kw visual, 10.7 kw aural; antenna height above average terrain 660 ft. Granted Aug. 6; announced Aug. 10.

WOAY-TV Oak Hill, Va.—Robert R. Thomas Jr. granted mod. of CP for ch. 4 to change ERP to 100 kw visual, 69.2 kw aural; antenna height above average terrain 740 ft. Granted Aug. announced Aug. 10.

STATIONS DELETED

WTEV-TV New Bedford, Mass.—FCC deleted station on ch. 28 at request of permittee. Deleted Aug. 5; announced Aug. 10.

WBOS-TV Boston, Mass.—E. Anthony & Sons Inc. FCC deleted tv station on uhf ch. 56 request of permittee. Deleted Aug. 6; announced Aug. 10.

CALL LETTERS ASSIGNED

WCBI-TV Columbus, Miss.—Birney Imes ch. 4.

KOLN-TV Lincoln, Neb.—Cornhusker Radio Tv Corp., ch. 10. Formerly KFOR-TV.

KUON (TV) Lincoln, Neb.—Byron J. Dunn trustee for U. of Neb., ch. 12. Formerly KOLN TV.

KOED-TV Tulsa, Okla.—Okla. Educational Authority, noncommercial educational ch. 11.

KLOR (TV) Portland, Ore.—Oregon Tv ch. 12.

New Am Stations . . .

APPLICATIONS

Tifton, Ga.—Charlie H. Parish Sr. and Charlie H. Parish Jr. d/b as Radio Tifton, 1430 kc, 1 daytime. Post office address P. O. Box 92, Valley, Ga. Estimated construction cost $12,000, first year operating cost $35,000, revenue $40,000. Principals in general partnership include **Charlie H. Parish Jr.** (75%) and his father, **Charlie Parish Sr.** (25%). They are also equal partners in application for new am station at Columbus, Ga. Filed Aug. 2.

Washington, Ind.—Washington Radio Inc. (WMFL (FM)), 1580 kc, 250 w daytime. Post office address P. O. Box 89, Washington, Ind. Estimated construction cost $4,326, first year operating cost $35,000, revenue $50,000. Principals include President **Mrs. Paul R. Bausman** (54%), **Dr. C. Philip Fox** (11.5%), and 20 other stockholders each holding less than 3% of the stock. Filed Aug. 3.

Benton, Ky.—J. Shelby McCallum d/b as Tri-Purchase Bcstg. Co., 1290 kc, 1 kw daytime. Post office address Benton, Ky. Estimated construction cost $14,678, first year operating cost $22,000, revenue $35,000. Mr. McCallum is general partner of drive in theatres in Hopkinsville and Russellville, Ky. Filed July 29.

Saline, Mich.—The Saline Bcstg. Co., 1290 kc, 500 w daytime. Post office address % Meredith Bixby, 220 Detroit St., Saline. Estimated construction cost $24,705, first year operating cost $39,000, revenue $44,000. Principals include President **Meredith Bixby** (25%), producer of sales entertainment programs; Vice President **Eugene H. Hannah** (25%), general contractor and interior decorator, and Treasurer **Henry Leuther** (25%), local hotel and restaurant owner. Filed July 29.

Oxford, Miss.—E. O. Roden, W. I. Dove and A. Pribbenow d/b as Ole Miss Bcstg. Co., 1430 kc, 1 kw daytime. Post office address % E. O. Roden, Box 352, Booneville, Miss. Estimated construction cost $14,725, first year operating cost $22,000, revenue $35,000. Principals in general partnership include **E. O. Roden** (50%), owner WBIP Booneville, Miss., 30% owner WTUP Tupelo, Miss., 62% owner of Union News Inc., newspaper in Jasper, Ala., and owner of Booneville Printing Co., newspaper; W. L. Dove (17%), 40% owner WTUP and 36% owner Union News Inc., and G. A. Pribbenow (33%). Applicants have identical partnership interest in WAZF Yazoo City, Miss. Filed July 29.

Existing Am Stations . . .

ACTIONS BY FCC

KSDA Redding, Calif.—VALR Inc. granted mod. of CP to change studio location to 1308 Placer St. Granted Aug. 4; announced Aug. 10.

WROM Rome, Ga.—Coosa Valley Radio Co. granted mod. of license to change studio location to Willingham Scenic Hwy., Horseleg Mt., WROM TV Bldg., 4.2 miles SW of Rome. Granted Aug. announced Aug. 10.

WNAW North Adams, Mass.—Cecil F. Clifton granted authority to operate specified hours for period of 90 days from Aug. 1 for financial reorganization. Granted Aug. 5; announced Aug.

WFAX Falls Church, Va.—Lamar A. Newell granted CP to change transmitter and studio location to 161 Hillwood Ave. Granted Aug. 2; announced Aug. 10.

KGLM Chehalis, Wash.—Mid-State Bcstg. Co. granted mod. of CP to change studio location to 804 Market St. Granted Aug. 4; announced Aug. 10.

APPLICATIONS

WPNX Phenix City, Ala.—Community Bcstg. Co. seeks mod. of license to speciify station location as Phenix City-Columbus, Ga., and to

WEST COAST
Gates • LOS ANGELES
7501 SUNSET BOULEVARD
TELEPHONE - - HOLLYWOOD 2-6351
— FOR ALL BROADCAST EQUIPMENT NEEDS —

an additional main studio at Columbus. Filed Aug. 4.

KMYC Marysville, Calif.—Marysville-Yuba City Bestrs. Inc. seek CP to change daytime directional on 1410 kc. Filed Aug. 8.

WFLW Hodgenville, Ky.—V. R. Anderson seeks mod. of CP to change transmitter and studio location from Hodgenville to Bardstown, Ky. Filed Aug. 4.

WWBG Bowling Green, Ohio—Howard R. Ward seeks mod. of CP to specify studio location as 2.5 miles E of East Boundary of Bowling Green and 650 ft. S thereof. Filed Aug. 4.

Ownership Changes . . .

ACTIONS BY FCC

WICA-AM-FM-TV Ashtabula, Ohio—WICA Inc. granted voluntary transfer of control (50%) to Olive D. Rowley individually and as trustee for David and Richard Rowley in accordance with will of R. D. Rowley, deceased. Granted Aug. 5.

WBRE-TV Wilkes-Barre, Pa.—Louis G. Baltimore granted assignment of license to wholly owned subsidiary WBRE-TV Inc. Granted Aug. 5.

APPLICATIONS

KMOD Modesto, Calif.—Radio Modesto Inc. seeks voluntary transfer of control to John E. Griffin, W. W. Giddings Jr. and D. G. Reeves through sale of 50% interest by John H. Schacht to corporation for $42,000. Corporation sells ⅓ interest to Mr. Reeves for $21,000. Each partner will now own ⅓ interest. Filed Aug. 3.

WINI Murphysboro, Ill.—Evers Mick & Donald Lee Ritter d/b as Jackson Bcstg. Co. seek voluntary assignment of CP to Cecil W. Roberts for $22,000. Mr. Roberts is owner of KREI Farmington, Mo., KCHI Chillicothe, Mo., KCLO Chanute, Kan. and WBLN-TV Bloomington, Ill. Filed July 30.

WTCW Whitesburg, Ky.—KY-VA Bcstg. Corp. seeks voluntary transfer of control to Kenneth J. Crosthwait through sale of 48.78% interest for $17,000. Mr. and Mrs. Crosthwait will now be sole owners. Filed Aug. 4.

WTBO-AM-TV Cumberland, Md.—Md. Radio Corp. seek voluntary assignment of license to individual stockholders Charles E. Smith, George H. Clinton, Edwina S. Clinton, Ben K. Baer Frank A. Baer, Helen K. Baer, Howard L. Chernoff, Melva G. Chernoff, Lydia Busch and May K. Ames. Filed Aug. 2.

WTBO-AM-TV Cumberland, Md — Individual stockholders of Md. Radio Corp. seek voluntary assignment of license to Tenn. Valley Bcstg. Corp. for $110,000. Principals include President **Arthur W. German** (60%), former Eastern Div. Sales Manager for Republic Pictures Corp., Vice President **Edward G. Murray** (30%), film buyer WPTZ (TV) Philadelphia, and Secretary-Treasurer **Morris H. Bergreen** (10%), attorney. Assignment is contingent on FCC approval to transfer of assets to individual stockholders. Filed Aug. 2.

KGEZ Kalispell, Mont.—Donald C. Treloar seeks voluntary assignment of license to KGEZ Inc. for $100,000. Principals include **KBOW Butte, Mont.** (88.1%), **Frank Reardon** (0.2%), **Helen Reardon** (0.2%), **Mary Adele Sullivan** (11%), and **Albert H. Schumacker** (0.2%). Individual stockholders own KBOW. Filed Aug. 3.

WFPG-AM-TV Atlantic City, N. J.—Neptune Bcstg. Corp. seeks voluntary transfer of control to Jack N. Berman and Louis Berman through purchase of 20% interest from Helen Teitlebaum, Robert Teitlebaum and Jack Teitlebaum for $5,000. Messrs Jack N. and Louis Berman each will now own 20% interest. Filed Aug. 3.

WSIX-AM-TV Nashville, Tenn. — Louis R. Draughon, individually and trustee for Jacquelyn Draughon d/b as WSIX Bcstg. Station seek voluntary assignment of license to WSIX Inc. for $800,000. Principals include President **Robert D. Stanford Jr.**, lumber and business supplies merchant, Vice President-Treasurer **W. H. Criswell** (⅓), real estate broker, and Vice President-Secretary **Louis R. Draughon** (⅓). Filed Aug. 5.

WCOR Lebanon, Tenn.—The Lebanon Bcstg. Co. seeks voluntary acquisition of control by Theodore F. Ezell Jr. through purchase of 89 shares from G. Paul Crowder for $18,000. Mr. Ezell will now own 60% interest. Filed Aug. 5.

KANN Sinton, Tex.—San Patrico Bcstg Co. seeks voluntary assignment of negative control (50%) to Charles W. Balthrope for $20,000. Mr. Balthrope owns 94% of KITE-AM-FM San Antonio, 4% KDUB-AM-TV Lubbock, and ⅓ of KENN Kennedy, all Texas. Filed Aug. 2.

WCAX Burlington, Vt.—WCAX Radio Inc. seeks voluntary transfer of control to C. P. Hasbrook. No consideration involved as Mr. Hasbrook is sole owner. Filed Aug. 3.

WCAX Burlington, Vt.—WCAX Bcstg. Corp. seeks voluntary assignment of license to wholly owned subsidiary WCAX Radio Inc. No consideration involved as C. P. Hasbrook is sole owner. WCAX Bcstg. will remain permittee of WMTV (TV), Montpelier, Vt. Filed Aug. 3.

Hearing Cases . . .

OTHER ACTIONS

Little Rock, Ark.—Ch. 11 proceeding. By Order the Commission denied petition filed by Arkansas Telecasters Inc., Little Rock, Ark., for reconsideration of Commission's April 30 order denying petition for enlargement of hearing issues to inquire into technical qualifications of Arkansas Television Co., North Little Rock, Ark., in connection with its transmitter site and the circumstances surrounding certain agreements with respect thereto, in the proceeding involving applications for new tv station on ch. 11, ordered that the "Comment re Petition for Reconsideration" filed by Arkansas Television be stricken. Action Aug. 4.

San Francisco-Oakland, Calif.—Ch. 2 proceeding. FCC hearing examiner Thomas H. Donahue denied as in default bid of KROW Oakland for ch. 2 because of neglect to file exchange material persuant to FCC notice and failure to appear at proceedings. Action Aug. 3.

Uhf Applications — No local programming; waiver of overlap rules. The Commission will consider application for stations in the uhf band which do not propose to originate any local programs and where it appears that this type of operation would permit the flexibility in operation and the necessary economy to make feasible a television station which otherwise may not be constructed. Such a station would be required to meet all applicable rules and would differ from other television broadcast stations only in the matter of originating local programs. The Commission also will consider waivers of Section 3.636(a)(1) of its rules in order to permit dual-channel operations in cases where an appropriate showing has been made that under the facts of a particular case such waiver would be in the public interest. This policy will not become effective prior to September 1. Action Aug. 4.

Bristol, Tenn.-Va.—Ch. 5 proceeding. By Order the Commission granted petition filed by Appalachian Bcstg Co., Bristol, Va., insofar as it requests reversal of an examiner's refusal to permit inquiry into the question of whether a "strike" or "holding" application had been filed by the predecessor applicant to Tri-Cities Television Corp., Bristol, Tenn., competing applicant for ch. 5; denied petition in all other respects. Action Aug. 4.

Point Pleasant, Spencer, W. Va.—FCC Comr. E. M. Webster granted petition of Hi Kinco for dismissal of its bid for new am station on 1590 kc 1 kw daytime at Point Pleasant and retained in hearing competitive bid of Ohio Valley on the Air Inc. for same facilities at Spencer. Action Aug. 3.

Milwaukee, Wis.—Ch. 12 protest. FCC by memorandum opinion and order denied petition filed July 12 by Midwest Bcstg Co. (permittee of WCAN-TV, ch. 25, Milwaukee, Wis.) protesting grant and requesting reconsideration thereof of application of Milwaukee Area Telecasting Corp. for new tv station on ch. 12 in Milwaukee, Wis. Commissioner Hennock issued a dissenting opinion. Action Aug. 10.

WRCO Richland, Wis.—By Order the Commission removed stations WDLB Marshfield, Wis., and KPIG Cedar Rapids, Iowa, as parties to the proceeding involving application of Richland Bcstg. Corp. to change the antenna system of its am station WRCO at Richland, Wis. (1450 kc, 250 w U), and on petition of Chief Broadcast Bureau, amended issue 2 in this proceeding. Action Aug. 4.

Routine Roundup . . .

August 5 Decisions

ACTIONS ON MOTIONS

The following actions on motions were taken as indicated:

By Commissioner E. M. Webster

Granted petition of Massachusetts Bay Telecasters Inc., Boston, Mass., for withdrawal of its motion for additional time within which to petition to expand the issues, in re proceeding for ch. 5 in Boston (Dockets 8739 et al.).

Chief Broadcast Bureau—Granted extension of time to and including Aug. 9, within which a response may be filed to petitions of Daily Telegraph Printing Co. for enlargement of the issues in re ch. 6 (Dockets 11042-43).

By Hearing Examiner Elizabeth C. Smith

Adopted a Statement and Order approving agreements entered into in the matter of Allegheny Bcstg. Corp., et al., for ch. 4 at Irwin, Pa. (Dockets 7287 et al.); further ordered that each applicant shall number its exhibits separately, in simple numerical sequence, beginning in each instance with "1" and bearing the name of the respective applicant; hearing for receiving exhibits and taking testimony to begin Sept. 27.

By Hearing Examiner James D. Cunningham

Granted petition by the Chief of the Broadcast Bureau for removal of hearing in re applications of Mid-Atlantic Bcstg. Co. (WMID), Atlantic City, N. J., from Washington, D. C., to Atlantic City, N. J.; and denied applicants' joint request for deferment of action on the said petition; said hearing to commence on Aug. 23 (Dockets 11045-46).

WWBZ Vineland, N. J., Community Bcstg. Service Inc.—Granted petition to change place of hearing in re renewal of license (Docket 10133) from Washington to Vineland, N. J., commencing on Sept. 29.

August 5 Applications

ACCEPTED FOR FILING

Modification of CP

WNXT Portsmouth, Ohio, Portsmouth Bcstg. Co.—Mod. of CP (BP-8664) as mod. which authorized increase in daytime power; installation of new transmitter and employment of a different DA system for daytime operation for extension of completion date (BMP-6602).

KODL The Dalles, Ore., Western Radio Corp.—Mod. of CP (BP-8898) which authorized change frequency; increase power, install DA-N, make changes in the antenna system and change type transmitter) for extension of completion date (BMP-6604).

WDAK-TV Columbus, Ga., Martin Theatres of Georgia Inc. and Radio Columbus Inc. d/b as Television Columbus—Mod. of CP (BPCT-1297) as mod. which authorized new tv station for extension of completion date to 2-5-55 (BMPCT-2343).

WICS (TV) Springfield, Ill., Plains Television Corp.—Mod. of CP (BPCT-1101) as mod. which authorized new tv station for extension of completion date to 2-24-55 (BMPCT-2350).

WNOP-TV Newport, Ky., Tri-City Bcstg. Co.—Mod. of CP (BPCT-1737) which authorized new tv station for extension of completion date to 2-25-55 (BMPCT-2349).

WIRI (TV) Bloomingdale, N. Y., Great Northern Television Inc.—Mod. of CP (BPCT-1784) which authorized new tv station for extension of completion date from 8-2-54 (BMPCT-2344).

WNOK-TV Columbia, S. C., Palmetto Radio Corp.—Mod. of CP (BPCT-764) as mod which authorized new tv station for extension of completion date to 2-28-56 (BMPCT-2347).

WNAM-TV Neenah, Wis., Neenah-Menasha Bcstg. Co.—Mod. of CP (BPCT-869) as mod which authorized new tv station for extension of completion date to 10-1-54 (BMPCT-2351).

August 9 Applications

ACCEPTED FOR FILING

License for CP

KFMB San Diego, Calif., Wrather-Alvarez Bcstg. Inc.—License to cover CP (BP-8716) which authorized change frequency, increase power and install new transmitter (BL-5386).

KANV Shreveport, La., Northwest Louisiana Bcstg. Corp.—License to cover CP (BP-9097) as mod. which authorized new standard broadcast station (BL-5384).

WALM Albion, Mich., Calhoun Bcstg. Co.—License to cover CP (BP-8813) as mod. which authorized change frequency, increase power and change type transmitter (BL-5387).

WSTR Sturgis, Mich. WSTR Inc.—License to cover CP (BML-1489) which authorized change frequency, power, hours of operation and type of transmitter (BL-5382).

WKMT Kings Mountain, N. C., J. C. Green Jr. and R. H. Whitesides, d/b as Southern Radiocasting Co.—License to cover CP (BP-9275) which authorized increase in power (BL-5396).

Remote Control

WINX Rockville, Md., Montgomery County Bcstg. Co.—(BRC-474).

Remote Control Bid Returned

WMOH Hamilton, Ohio, The Fort Hamilton Bcstg. Co.

Renewal of License

WMAR-TV Baltimore, Md., The A. S. Abell Co.—(BRCT-8).

WAAM (TV) Baltimore, Md., WAAM Inc.—(BRCT-14).

Modification of CP

KONA (TV) Honolulu, Hawaii, Radio Honolulu Ltd.—Mod. of CP (BPCT-984) as mod. which authorized new tv station for extension of completion date to 9-1-55 (BMPCT-2362).

WHAM-TV Rochester, N. Y., Stromberg-Carlson Co.—Mod. of CP (BPCT-960) as mod. which authorized changes in existing tv station for extension of completion date to 10-1-54 (BMPCT-2361).

WCPO-TV Cincinnati, Ohio, Scripps-Howard Radio Inc.—Mod. of CP (BPCT-830) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2358).

WKJF-TV Pittsburgh, Pa., Agnes J. Reeves Greer—Mod. of CP (BPCT-1384) as mod. which authorized new tv station for extension of completion date to April, 1955 (BMPCT-2359).

KMID-TV Midland, Tex., Midessa Television Co.—Mod. of CP (BPCT-1716) as mod. which authorized new tv station for extension of completion date to 11-1-54 (BMPCT-2357).

Renewal of License

WNAV-FM Annapolis, Md., The Capital Bcstg. Co.—(BRH-524).

WUST-FM Bethesda, Md., Broadcast Management Inc.—(BRH-620).

WRNL-FM Richmond, Va., Richmond Newspapers Inc.—(BRH-277).

WMVA-FM Martinsville, Va., Martinsville Bcstg. Co.—(BRH-517).

WEPM-FM Martinsburg, W. Va., C. M. Zinn, et al., d/b as Martinsburg Bcstg. Co.—(BRH-625).

WAJR-FM Morgantown, W. Va., West Virginia Radio Corp.—(BRH-150).

WKWK-FM Wheeling, W. Va., Community Bcstg. Inc.—(BRH-139).

WWVA-FM Wheeling, W. Va., Storer Bcstg. Co.—(BRH-718).

WRFL (FM) Winchester, Va., Richard Field Lewis Jr.—(BRH-54).

WTOP-TV Washington, D. C., WTOP Inc.—(BRCT-40).

Remote Control

WMOH-FM Hamilton, Ohio, Fort Hamilton Bcstg. Co.—(BRCH-104).

Modification of CP

KREM-FM Spokane, Wash., Louis Wasmer—Mod. of CP (BPH-1824) which authorized new fm station for extension of completion (BMPH-4934).

KUOH (FM) Honolulu, T. H., U. of Hawaii—Mod. of CP (BPED-243) for new noncommercial fm for extension of completion (BMPED-279).

WKAB-TV Mobile, Ala., Pursley Bcstg. Service Inc.—Mod. of CP (BPCT-988) as mod. which authorized new tv station for extension of completion date to 12-31-54 (BMPCT-2360).

KFIF (TV) Fairbanks, Alaska, Keith Kiggins and Richard R. Rollins d/b as Kiggins and Rollins—Mod. of CP (BPCT-1709) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2363).

KSBW-TV Salinas, Calif., Salinas Bcstg. Corp.—Mod. of CP (BPCT-1222) as mod. which authorized new tv station for extension of completion date to 11-26-54 (BMPCT-2354).

WNHC-TV New Haven, Conn., The Elm City Bcstg. Corp.—Mod. of CP (BPCT-1468) as mod. which authorized new tv station for extension of completion date to 2-28-55 (BMPCT-2355).

WTOC-TV Savannah, Ga., Savannah Bcstg. Co.—Mod .of CP (BPCT-712) as mod. which authorized new tv station for extension of completion date to 2-26-55 (BMPCT-2353).

KLIX-TV Twin Falls, Idaho, Southern Idaho Bcstg. and Television Co.—Mod. of CP (BPCT-1292) as mod. which authorized new tv station for extension of completion date to 2-15-55 (BMPCT-2356).

KSLA (TV) Shreveport, La., Interim Television Corp.—Mod. of CP (BPCT-1770) as mod. which authorized new tv station for extension of completion date from 8-18-54 (BMPCT-2348).

WEAU-TV Eau Claire, Wis., Central Bcstg. Co.—Mod. of CP (BPCT-744) as mod. which authorized new tv station for extension of completion date from 8-25-54 (BMPCT-2352).

August 10 Decisions

BROADCAST ACTIONS

The Commission, by the Broadcast Bureau, took the following actions on the dates shown:

Actions of August 6

Granted License

WAUG-FM Augusta, Ga., Garden City Bcstg. Co.—Granted license for fm station; freq. 105.7 mc. (ch. 289); ERP 5.8 kw, U (BLH-972).

Modification of CP

WARU Peru, Ind., Wabash-Peru Bcstg. Co.—Granted mod. of CP for approval of antenna, transmitter location and change type transmitter; engineering condition (BMP-6596).

The following were granted extension of completion dates as shown:

WHFM Rochester, N. Y., to 9-1-54; KSLA (TV) Shreveport, La., to 1-1-55; KLIX-TV Twin Falls, Idaho, to 2-18-55.

Actions of August 5

Modification of CP

The following stations were granted extension of completion dates as shown:

WNOP-TV Newport, Ky., to 2-25-55; WNAM-TV Neenah, Wis., to 2-28-55; WNOK-TV Columbia, S. C., to 2-28-55; WICS (TV) Springfield, Ill., to 2-24-55.

Actions of August 4

Granted License

WADP Kane, Pa., Northern Allegheny Bcstg. Co.—Granted license for am station; 1590 kc, 500 w, D (BL-5333).

KLX Oakland, Calif., Tribune Publishing Co.—Granted license covering change from DA-1 to DA-N only (BL-5378).

WBUT-FM Butler, Pa., J. Patrick Beacom—Granted license for fm station; freq. 97.7 mc (ch. 249); ERP 720 w, U (BLH-978).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WINX from Rockville, Md.; WQBC Vicksburg, Miss.; KGNI Little Rock, Ark.; WMID Atlantic City, N. J.

Modification of CP

KXXL Monterey, Calif., S. A. Cisler—Granted extension of completion date to 12-22-54; engineering condition.

The following were granted extension of completion dates as shown:

KREM-FM Spokane, Wash., to 11-30-54; KUOH (FM) Honolulu, to 2-28-55; WIRI (TV) Nr. Bloomingdale, N. Y., to 2-2-55; WFBM-TV Indianapolis, to 3-1-55; WDAK-TV Columbus, Ga., to 2-5-55.

Actions of August 3

Remote Control

WMOH-FM Hamilton, Ohio, Fort Hamilton Bcstg. Co.—Granted authority to operate transmitter by remote control.

Granted CP

WOAY Oak Hill, W. Va., Robert R. Thomas Jr.—Granted CP to erect a new tower S.W. of old tower and mount tv antenna (BP-9373).

Modification of CP

WINK-TV Fort Myers, Fla., Fort Myers Bcstg. Co.—Granted extension of completion date to 2-11-55 (BMPCT-2338).

Actions of August 2

Granted License

WEPG So. Pittsburg, Tenn., Marion County Bcstg. Serv.—Granted license for am station, 910 kc, 500 w, D (BL-5369).

KEAR San Mateo, Calif., Bay Radio Inc.—Granted license to cover increase in power, installation of new transmitter and change to DA-2 (BL-5295).

WPKM Tampa, Fla., FM Bcstrs.—Granted license for fm station; freq. 104.7 mc. (ch. 284); ERP 10.5 kw, U (BLH-977).

WOW-TV Omaha, Neb., Meredith WOW Inc.—Granted license covering changes in tv station (BLCT-130).

Modification of License

KFOX Long Beach, Calif., Nichols & Warinner Inc.—Granted mod. of license to change name to KFOX Bcstg. Corp. (BML-1597).

KXLW Brentwood, Mo., KXLW Inc.—Granted mod. of license to change name to Saint Louis County Bcstg. Co. (BML-1598).

Remote Control

WCLI Corning, N. Y., Radio Corning Inc.—Granted authority to operate transmitter by remote control.

Actions of July 30

Remote Control

KJIM Beaumont, Tex., KPBX Bcstg. Co.—Granted authority to operate transmitter by remote control.

ACTIONS ON MOTIONS

By Hearing Examiner Basil P. Cooper

Issued first Order for conduct of further hearing to be held Sept. 30 in proceeding re applications of WORZ Inc., et al., for ch. 9 in Orlando, Fla. (Dockets 11081-83).

By Hearing Examiner Harold L. Schilz

KSPI Stillwater, Okla., Stillwater Pub. Co.—Ordered a prehearing conference to be held on Aug. 18 in re am application (Docket 10910; BP-8920).

KSEY Seymour, Tex., William C. Moss—Ordered a prehearing conference be held Aug. 17 in re mod. of am station license (Docket 10218; BML-1473).

By Hearing Examiner James D. Cunningham

Issued an Order to govern the hearing in re applications of Dorsey Eugene Newman, Hartselle, Ala., et al., for am facilities (Dockets 10620 et al.); said hearing to convene on Nov. 3.

By Hearing Examiner Isadore A. Honig

Issued an Order to control the course of hearing in proceeding re applications of KFAB Bcstg. Co. and Herald Corp. for ch. 7 in Omaha, Neb. (Dockets 9009; 10909), the taking of testimony to commence Aug. 23.

By Hearing Examiner Thomas H. Donahue

Continued hearing in re applications of White Radio Co., Wichita Falls, Tex., et al. from Aug. 6 to Aug. 23 (Dockets 10719 et al.).

By Commissioner E. M. Webster

Chief Broadcast Bureau—Granted petition for an extension of time to and including Aug. 13 within which to file exceptions to initial decision in re applications of Gulf Coast Bcstg. Co. and Baptist General Convention of Texas, for ch. 6 in Corpus Christi (Dockets 10558-60).

August 11 Applications

ACCEPTED FOR FILING

Remote Control

KAKE Wichita, Kan., KAKE Bcstg. Co.—(BRC-475).

KECK Odessa, Tex., Ben Nedow tr/as Ector County Bcstg. Co.—(BRC-476).

KREW Sunnyside, Wash., Cole E. Wylie—(Contingent on grant of BP-9380) (BRC-477).

Renewal of License

KANU (FM) Lawrence, Kan.—U. of Kansas—(BRED-99).

WUNC (FM) Chapel Hill, N. C., U. of North Carolina—(BRED-117).

KUOW (FM) Seattle, Wash., Board of Regents of the U. of Washington—(BRED-88).

WHHI (FM) Highland, Wis., State of Wisconsin State Radio Council—(BRED-95).

Modification of CP

WICC-TV Bridgeport, Conn., Southern Connecticut and Long Island Television Co.—Mod. of CP (BPCT-944) as mod. which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2368).

WITV (TV) Ft. Lauderdale, Fla., Gerico Investment Co.—Mod. of CP (BPCT-994) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2365).

WNEX-TV Macon, Ga., Macon Television Co.—Mod. of CP (BPCT-1247) as mod. which authorized new tv station for extension of completion date from 9-3-54 (BMPCT-2370).

KGMB-TV Honolulu, Hawaii, Hawaiian Bcstg. System Ltd.—Mod. of CP (BPCT-1004) as mod. which authorized new tv station for extension of completion date to 3-1-55 (BMPCT-2367).

KID-TV Idaho Falls, Idaho, Idaho Radio Corp.—Mod. of CP (BPCT-871) as mod. which authorized new tv station for extension of completion date to 11-23-54 (BMPCT-2364).

WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co.—Mod. of CP (BPCT-746) as mod. which authorized changes in facilities of existing tv station for extension of completion date to 12-31-54 (BMPCT-2371).

(Continued on page 117)

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Help Wanted

Managerial

Need young agressive sales/station manager, our Clinton, Missouri, daytimer. Write KUDL, Kansas City, Missouri, giving full details.

Manager for Michigan daytime station. Applicants must have sales and programming background and be familiar with small market operation. Send full information to Box 312E, B•T.

Salesmen

Excellent financial, lifetime opportunity for hard-hitting successful salesmen for Boston, Detroit, Chicago and Pittsburgh areas. Travel expenses, salary and liberal commission. Box 999D, B•T.

Radio salesman wanted—good, small market station, midwest desires young aggressive clean living individual, actual radio sales experience desires but not prime requisite. Man with announcing background, desiring to sell, strongly considered. Box 332E, B•T.

Wanted: One am and one tv salesman. In training for sales manager. Good man can earn between 10 and 12 thousand. Many extra benefits. Send picture references. WAIM-TV-CBS, Anderson, S. C.

Experienced salesmen (3) at WKBS, relocated Mineola, center of fabulous Nassau, Long Island. Call Pioneer 6-6700.

Can you sell? I can use you. WKNK, 5000 watts, Muskegon, Michigan.

Salesman for 1000 watt daytimer soon to be operating fulltime. Excellent opportunity with good draw and account list. Full particulars and photo first letter. Harry C. Weaver, manager, WOKE, Oak Ridge, Tennessee.

Radio salesman. Good man needed for good job. Going to 10,000 watts. WPAQ, Mt. Airy, N. C.

Time salesman, 1,000 watts daytime independent; city 12,000 pop. Drawing account against commission. WWGP, Sanford, N. C.

(Hawaii) Excellent opportunity for two experienced salesmen in radio and/or television. Write full details, P. O. Box 1479, Honolulu.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

5000w station located in Florida needs two personality DJ's, must have two or more years experience, pop and hillbilly, two first class engineers. Send complete details and tapes first letter. Box 201E, B•T.

Announcer with experience, strong on news and deejay for night work. Good salary. NBC metropolitan southern city. Send complete resume. Box 220E, B•T.

Experienced announcers. First phone preferred, not required. Good salary. Mississippi. Permanent. Box 245E, B•T.

Top announcer for top station in large midwestern market. Authoritative news, competent, friendly DJ work. Good commercial style. Excellent opportunity. Send background and tape. Box 278E, B•T.

Wanted at once: Good experienced announcer, interested in permanent position. Send tape, salary expected and complete details to Box 286E, B•T.

Capable announcer wanted by station near Charleston, West Virginia. Must run board and do a professional job on the air. Permanent. Send recording, resume and references. Box 307E, B•T.

Help Wanted—(Cont'd)

Need a good experienced announcer with ability to sell on the air in our farm-ranch area, to replace one going, in school under G.I. Box 338E, B•T.

Good experienced announcer for general staff work. KCMC-Radio, Texarkana, Texas. Attn: General Manager.

Experienced announcer for network station. Permanent position, right person. Contact Dr. F. P. Cerniglia, KLIC, Monroe, La.

Need immediately, staff announcer who can gather, write, air local news and work board. Send details, picture and tape to KRGI, Grand Island, Nebr.

Early morning man. Minimum, two years experience. Southerner preferred. No drunks or drifters. Send picture, audition tape and references. Many benefits in addition to salary. WAIM-CBS, Anderson, S. C.

Announcer, experienced at control board for general staff work. No specialists. Call Manager, WCOJ, Coatesville, Pa. Phone 2100.

Experienced top-notch hillbilly announcer for work in progressive station in wealthy southern rural area. Top pay, ideal working conditions, opportunity for extra income if you can sell. Write, wire or phone Ralph Mann, WKUL, Cullman, Alabama.

Experienced woman announcer-continuity writer capable handling well established participating show. Send photo, references, details of background. Save time by submitting tape which will be returned. WLAC Radio, Attn. General Manager, Nashville 3, Tennessee.

Combination announcer-copywriter; must be experienced; good typist; southerner; WNAH, Nashville, Tennessee.

Top-notch sports play-by-play man for top sports minded 5 kw station for football, basketball, daily sports show, etc. Good proposition for right man. Send tape, references, etc., to Program Director, WNXT, Portsmouth, Ohio.

Announcer wanted for nighttime programming. Must be a good personality staff man, strong on commercials and popular music. Audition tape and interview necessary. Send full particulars and photo first letter. Harry C. Weaver, Manager, WOKE, Oak Ridge, Tennessee.

Technical

One kw daytimer in eastern Pennsylvania needs good combination staff announcer-first class engineer. Experience necessary . . . opportunity to advance to chief engineer! Salary open. Send reply to Box 90E, B•T.

Chief engineer-announcer. Salary open. Car necessary. Texas preferred. KBRZ, Freeport, Texas.

Transmitter maintenance man and assistant to chief engineer to do transmitter maintenance. Vacation relief on console for remote control 1000 watt station. Low rent apartments at transmitter location. Salary open. Contact Don Morris, KRIS, Corpus Christi, Texas. Phone 4-6354.

Job now open for chief engineer-announcer who can do sports. Good working conditions, good salary for right man at this 1000 watt daytimer. Contact Manager, KTFY, Brownfield, Texas.

Chief engineer before September 1. WWBG under construction. Installation experience preferred. Housing available. Call 31334, Bowling Green, Ohio.

Florida opportunity. Man holding first phone license to specialize in installation and service of marine radiotelephone. Must be capable of general shop work repairing and retuning radios and high-fidelity equipment. Chance for fair income, regular hours and ideal living on Florida's rapidly growing West Coast. If you know broadcast equipment, we will train you in marine radiotelephone. State full details of training, experience and expected starting income first letter. Write Craftsmen, 411 S. Pineapple, Sarasota, Fla.

Help Wanted—(Cont'd)

Production-Programming, Others

If you're old-fashioned enough to believe in loyalty to your employer, but still young enough to work first before becoming an executive, you may be the man I'm seeking. The reason you would leave your present job is that there is no opportunity for advancement there. You've had at least five years experience as an announcer and you have proven programming ability. You're promotion minded . . . you're sales-minded with a thorough knowledge of small station operations. Fact is you're probably from a small town in the south or perhaps out west. You're also an older man, married and college educated. You also like people and they like you. If this sounds like you, there's a real opportunity here with an old established 1000 w CBS affiliated in the Middle Atlantic area. Here you would oversee and train announcers and announce at least 20 hours a week yourself. You would supervise traffic, work remotes (sports and public service; misc. sales programs); initiate, build and supervise saleable programs, and be available for public appearances in the interest of the station. If you know you can meet these requirements and know you want to become an integral part of a community as well as a station, then give full particulars in first letter. Write Box 200E, B•T.

Sales promotion director. Experienced all phases of radio and television operations. Full details, salary, first letter. Write Box 347E, B•T.

Television

Help Wanted

Managerial

A top-notch general manager for new uhf station in a substantial midwestern market. Unique opportunity and generous financial arrangement for an experienced man. Submit qualifications and references to Box 217E, B•T. Personal interview will follow.

Salesmen

Sales opening. Excellent opportunity for hustling salesman in new television market. Rich area, good potential. Salary plus commission. Radio or television sales background a must. Write or wire for interview. Manager, WTVO, Rockford, Illinois.

Announcer

We are looking for versatile people for new channel 2 tv station with accent on ad-lib sales ability on camera. State all other hobbies and abilities. New Englander preferred. Contact William Clark, Operations Manager, WTWO, Bangor, Maine.

Technical

Tv-am engineer required by station in large midwestern city. Good salary to start, with periodic increases. Very finest equipment and excellent employee relationship. State education, experience, draft classification and provide a snapshot. Reply Box 237E, B•T.

Technical personnel for tv and am operation in a midwestern metropolitan market. First phone desirable, but not required. Please supply experience, education and a snapshot. Box 260E, B•T.

Position for tv transmitter and studio engineers (supervisors) for new midsouth vhf educational station. Extensive operation (with opportunity to continue education and pursue research work if desired). Send resume indicating experience, education and salary expected. Box 262E, B•T.

Situations Wanted

Managerial

High type station manager-salesman would like good connection in southeast. Seventeen years experience. Box 280E, B•T.

Experienced chief engineer and commercial manager, desires permanent position, preferably in south, can furnish best of references as to character and ability. Box 301E, B•T.

Manager, commercial manager, or program manager—radio and/or television—for a station that wants to go places. 30 year old family man. Good background. Steady, sober, hard working, reliable, interested in making money for you with a well-run station. Box 309E, B•T.

Experienced broadcaster wants managership of station with option to buy from percentage of profits. Any location. Replies confidential. Write fully. Box 324E, B•T.

Situations Wanted—(Cont'd)

Salesmen

Account executive, 30, University degree-advertising. Five years radio sales experience, local, national accounts. Excellent agency contacts. Outstanding record as salesman. (Employed as sales manager). Desires change. New York area. Box 313E, B•T.

Salesman—radio-tv. Want permanent position. Excellent references. Prefer east. Box 348E, B•T.

Announcers

Staff-sports announcer. Four years play-by-play experience. Looking for good opportunity for fall season. Presently employed 5 kw independent. Tape and resume on request. Box 180E, B•T.

Top-flight sports announcer desires college football play-by-play. 13 years experience. Currently broadcasting major league baseball. Air checks available. Outstanding references. Box 149E, B•T.

Versatile announcer. Experienced newsman, DJ. Trained voice. First phone. Negro. Box 168E, B•T.

Announcer. Experienced both network and independent, some tv, college grad, married. Presently employed. Box 179E, B•T.

Sportscaster—radio or television. Experienced all play-by-play. Selling experience. Box 197E, B•T.

Sports announcer, staff, experienced. Colorado, California, southwest. Married, veteran, 29. College. Presently employed. Must have play-by-play. $85.00. Box 213E, B•T.

DJ—mambo, latino specialist—8 years radio, tv. Free lancing Pa., top audience pop, latin disc shows. Idea man, know music, show biz. Speak Spanish, Portuguese. Want DJ show, right metropolitan station. Box 230E, B•T.

Sports announcer—4 years experience in all phases—now employed. Desires year round sports program. Prefer midwest. Minimum $85.00. Box 258E, B•T.

Sportscaster-salesman. Exciting commercial delivery. Six years experience football, basketball, and baseball. Desire position with sports minded radio and television station. Let's share profits for fall and winter sports coverage. Personable disc jockey. Available immediately. Box 267E, B•T.

Good play-by-play. 5 years experience, 27. College football, basketball, with baseball tie-in. Former Big Ten football player. College grad—can deliver. Box 277E, B•T.

Famous BBC Radio announcer and television MC now in Canada wishes to travel U. S. Accept work anywhere. Bedroom voice. Real novelty. Age 33. Unmarried. Box 290E, B•T.

Announcer: Married. Ambitious—recent graduate A-1 radio-tv school. Specializing news and sports. Work any hours. Prefer Florida. References. Box 300E, B•T.

Football announcer . . . seven years experience . . . fine voice, best of references. Box 310E, B•T.

Announcer—first phone, presently employed, wants combo-job in the south. Preferably Mississippi or vicinity. Box 316E, B•T.

Staff announcer leaving Army. Intensive pre-Army experience with MBS affiliate—spots, DJ, especially strong on news, serious music. Board. Also acting experience. Served in editorial and radio-tv departments, Army Home Town News Center. Graduate Powers Radio-Theatre-TV School, Boston. Soon married, teetotaler. Audition, references. Prefer northwest or midwest, but will travel. Minimum, $2 hour. Box 320, B•T.

Announcer, five years experience, 2 years sales, position wanted, staff announcer or announcer-salesman. Stable, hard working top references. Box 327E, B•T.

Interested in more radio or beginning television. Two years experience. Box 329E, B•T.

Situations Wanted—(Cont'd)

Up to here in records, no money. Staff-DJ-morning man. Now employed medium market, good story. Love to earn decent living. Single, 27, five years experience. Box 330E, B•T.

Versatile announcer, strong news, experienced collegiate play-by-play sports. Capable commercial and platter man, commercial copywriting. Single, veteran, travel, tape. Box 340E, B•T.

Announcer, sports, strong news and commercials, versatile, impersonations, DJ. Station asset, reliable, single, veteran, available now. Resume, tape. Box 342E, B•T.

Announcer - sportscaster - heavy news, smooth commercials, good DJ. Station asset tho light experience. Reliable, veteran, college, tape. Resume. Box 343E, B•T.

Versatile announcer-strong commercials, news and sports. Experienced DJ personality-college. Seeking permanent position. Good voice. Veteran. Will travel for worthwhile position. Box 344E, B•T.

Dependable announcer—all phases staff—seek permanency—strong on news, commercials, Disc Jockey-control board. Light experience. Single, veteran, resume, tape. Box 345E, B•T.

Announcer, light experience, commercial voice, DJ, news, sports, board, tape. Box 353E, B•T.

Negro announcer, friendly approach, emphasis news, commercials, board, operations, modern music. Box 354E, B•T.

Seven years, announcing, production. I have the ability, youth, family. I want permanency, future . . . with large eastern station. Box 356E, B•T.

Announcer. 2 years experience 200,000 market. Young, single. Strong on music. Midwest or west preferred. Salary secondary. Wayne Cody Jr., 665 E. 1st South, Salt Lake City, Utah.

Staff announcer, recent broadcasting school graduate in Portland, Oregon. Board trained, veteran, married, second class license. Available immediately, good on news and ad-lib. Durward L. Cunningham, 801 N. Central, Medford, Oregon.

Versatility is my business! 1954 graduate, veteran, single, will travel. Details from Casey Heckman, 2709 Brast Blvd., South Bend, Ind.

Immediately available, announcer, newscaster, control board operator. Seeks staff connection. Able, dependable, light experience. Travel, tape, resume. Bob Kay, 54 Maple Street, Danielson, Connecticut.

Staff announcer, broadcasting school graduate, six months experience, third phone, college, veteran, car, tape, photo, resume, 25. Want permanent position. Del Kirby, Ph. 8886, Granview Court, Alpine, Texas.

Available immediately. Radio-television experience. Announcer, news editor, continuity director, film director. Excellent references. John LaLiberte, 1053½ Admiral Place, Elmira, N. Y.

Situations Wanted—(Cont'd)

Announcer: Strong news, smooth DJ, commercial talent, experience light, ambition high. Third ticket, single, veteran, tape, resume, travel. Leonard Lyons, 2531 Ocean Parkway, Brooklyn, N. Y.

Announcer, authoritative news, original DJ show, five years experience, scale plus. West, northwest only. Available 20th Sept. Tape-particulars on request. Married. Write Ron MacDonald, 3319 E. Congress,, Spokane, Washington.

Negro DJ—experienced on commercial reading and writing, newscasting, control board. Holds 3rd class license—excellent health—single. Cambridge graduate. Resume and tape upon request. Dave Oliver, 31-34 98th Street, Corona, L. I., N. Y. Phone HAvermyer 9-0957.

Here I am again—announcer, news, music, sports. Good DJ. Graduate Midwestern Broadcasting. Has car, will travel. Single. Audition disc available. George Pochos, 215 E. 153rd Street, Harvey, Ill.

Staff announcers (5) board trained for tough commercial schedule, third ticket, write copy. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C. Metropolitan 8-5255.

Technical

Engineer, experienced am xmtr control, recordings, tv xmtr, switcher, maintenance, camera, microwave relay. Presently employed. Permanent only. Box 100E, B•T.

Engineer, 15 years experience all phases broadcast-am-fm-tv. Box 289E, B•T.

Broadcast-engineer-first class ticket, age 25—August 1954 graduate RCA Institutes. Limited experience, ambitious. Will answer reply by phone or letter as requested. Box 302E, B•T.

Engineer now employed as chief desires engineering position with good pay. 17 years radio, sober, reliable. Box 317E, B•T.

Chief engineer, part-time announcer. Opportunity to become part of young, good, small market organization in midwest. Good salary and future offered. Box 333E, B•T.

Chief engineer of prominent eastern am-tv station would like to relocate in station which offers challenge and opportunity. Dependable family man with excellent background. Box 336E, B•T.

First phone—no broadcast experience—recent graduate RCA Institute. Extensive experience electric repairs, motors, generators, radio-tv. Want transmitter engineer post. Box 339E, B•T.

First phone, 5 years transmitter, studio, recording, desires New York, New Jersey, Penn., or Conn. area. Box 346E, B•T.

Southeast U. S. position open? Check my qualifications in display ad!

(Continued on next page)

AVAILABLE IMMEDIATELY
TELEVISION TRANSMITTER

RCA-TT5A Transmitter, Channel 7-13, perfect condition. Also console, diplexer, dummy load, RCA six (6) bay antenna and tower.

Make offer for lot or part. Terms can be arranged.

Bremer Broadcasting Corp.
1020 Broad Street
Newark 2, New Jersey

Situations Wanted—(Cont'd)

Available immediately. 1st class engineer with 10 years well rounded experience. Excellent references. P. O. Box 152, Cincinnati, Ohio.

Am-engineer, 1st phone, four years experience all phases, except sports. Age 29, vet. Desires program director's job. Heavy on am. Morris F. Genthner, 239 Grace Ave., Newark, New York. Phone 1112J, act now!

Production-Programming, Others

Sales promotion director—expert in marketing and audience research. Prefer combination am-tv operation. Excellent writer of sales presentations. Past experience with New York independent and southern network stations. Through hard-hitting merchandising efforts combined with carefully thought-out promotion planning have converted many advertisers' headaches into exciting success stories. Acknowledging importance of integrating promotional activities with programming. Can recognize publicity story, and know what to do with it. Familiar with idiosyncrasies of agency time-buyers and network officials. Now in east, will relocate. Box 311E, B•T.

Experienced copywriter, amle, trained in programming, production, directing, desires change in south. Box 318E, B•T.

Newswriter seeks spot midwestern network station. Veteran, 24, single. B.S. radio journalism, light experience. Box 323E, B•T.

News chief at enterprising indie, 26, just back from service, seeks challenging work. Competent reporter, newscaster, special events. Box 326E, B•T.

Mature newsman, program director small station, seeks position of responsibility with future. College trained. $90. Midwest. Box 349E, B•T.

Attention Florida! Resident desires position, radio or tv, news-program director or station manager or assistant. 14 years experience. Box 351E, B•T.

Television

Situations Wanted

Salesmen

Five years radio-tv background, sales, programming, announcing. Sales or production job desired. Versatile, creative, hard working, excellent sales record, best references. Box 328E, B•T.

Announcers

Announcer-director—cut back at 100,000 watt NBC basic in midwest leaves announcer open for job August 23rd. B.S. and M.S. degrees from leading Big-Ten school with radio-tv dept. Single, 25, excellent references, specialty in news. I have the theory backed by 3 years experience. You offer future and we'll talk business. Box 303E, B•T.

Technical

Tv engineer, 5 years experience all phases, presently employed, good references, family man, prefer east of Mississippi. Box 306E, B•T.

Production-Programming, Others

Producer-director-supervisor. 4½ years experience in tv. Steady, reliable, excellent references. Box 221E, B•T.

Television director—experienced in multiple camera operation, local and remote shows, control room and floor. College graduate, 31, family man, presently employed. Box 304E, B•T.

Production manager or program director—put your production department in experienced hands. 8 years radio-tv, 6 years producer director with top pioneer tv station. Experienced all phases. Desires position with progressive organization insisting on perfection. Age 30, married, settled. Salary nine thousand. Presently employed. Box 319E, B•T.

Experienced all phases tv operations. Presently production director. Desire similar position—will consider others. Present market unable to support station. Draft exempt, married, one child. Good references. Box 322E, B•T.

For Sale

Stations

I must sell due to ill health. A fine station in good market. Reasonable. Box 321E, B•T.

Radio and television school in Philadelphia, Pa., well established, giving approved broadcasting and announcing courses, (not technical repair courses) for sale as going business. A radio or television engineer, announcer or instructor will find this as interesting opportunity. We will consider moderate investment and convenient payment terms for balance to capable person with qualifications to successfully operate this school. Box 352E, B•T.

1 kw daytimer in Arkansas, Louisiana, Mississippi area in competitive southern market. Cash "talks," or $15,000 down with convenient terms for qualified party. Box 355E, B•T.

Immediately available, complete equipment, channel 46 television station. For inventory list and details contact John Booth, WCHA, Chambersburg, Pennsylvania.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

300 ft. Blaw-Knox H-40 heavy duty tv tower. In storage, never erected. Box 964D, B•T.

BC1A G.E. two channel audio consolette. In storage, never used. Box 965D, B•T.

For Sale: 500 watt am composite transmitter. Excellent condition. Make offer. Box 228E, B•T.

Large Trans-Lux news sign for corner location with time feature. Excellent condition. Photos, etc., available immediately, complete, $10,500, terms. Will consider renting. Box 325E, B•T.

Gates 500-D transmitter—excellent condition—4 years old—immediate delivery. Best offer. Box 334E, B•T.

7 Blaw Knox type CN 229′ self-supporting, insulated towers. May be erected non-insulated. Available as a package, match-marked for re-erection. Contact John M. Sherman, WCCO-TV, 50 South 9th Street, Minneapolis, Minnesota.

A 425 foot IDECO tower complete with lighting and two sets of guys. Erected six years; always well painted and cared for. Can be purchased as is including three section RCA superturnstile fm antenna and 3⅛ inch transmission line, or will de-erect, box and ship as desired. E. Anthony & Sons, 555 Pleasant Street, New Bedford, Massachusetts.

Your third hand—Modelli Workbench, 48″ x 24″ x 33″, knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

Wanted to Buy

Stations

Radio station or CP in or near metropolitan market. Attention—stations in the red. Box 279E, B•T.

Broadcaster, experienced all phases, wants to buy into station as active partner. Box 308E, B•T.

Private party desires to purchase controlling or complete interest in radio station in Florida, Texas, Gulf states, Carolinas or California. We have management. Box 337E, B•T.

Capital and active participation available for purchase or investment in am operation or cp southeast. Will consider other locations. Must be small market where no more than $10,000. Will handle. Prepared to negotiate on spot. Privacy pledged. Will acknowledge all inquiries. Write or wire Box 341E, B•T.

To invest in profitable am station, preferably midwest, with option to purchase entire operation. Box 350E, B•T.

Equipment Etc.

Wanted . . . self-supporting tower approximately 345 feet . . . Blaw Knox type H-40 or equivalent, capable supporting six bay channel 4 tv antenna and any tv equipment in good condition. Box 288E, B•T.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Sports announcing-platter spinning. First phone classes. Westech School of Broadcasting, 6430 Crenshaw, Los Angeles, California.

Help Wanted

Managerial

CALIFORNIA RADIO STATION NEEDS MANAGER

If you are a top sales producer with good salable programming ideas, knowledge of promotion, merchandising, and BAB methods . . . if you are an aggressive leader of staff then we will make a deal based on station gross. Station is Number One in market of 300,000 in ideal California area, affiliated with TV. Send complete resume with references and photo.

Box 357E, B•T

Announcers

MORNING MAN

By top network station in one of the largest markets. Present man earning $30,000 in radio only and not realizing maximum potential. Job pays $15,000 guarantee, plus. Those making under $15,000 need not apply. Piano and singing talent preferred but not necessary. TV also available to right candidate. Send tape or disc together with resume and photo to

Box 64E, B•T.

Television

Help Wanted

Managerial

TELEVISION COMMERCIAL MANAGER

"The man we want is probably presently employed as a salesman with a desire to progress. Need man who is capable of supervising salesmen and handling accounts himself for outstanding UHF station in Southeast, affiliated with major network. Excellent salary, plus commission for right man."

Box 305E, B•T

Production-Programming, Others

TELEVISION STUDIO TECHNICIANS

Have immediate opening for two technicians for studio operation and maintenance. Duties consist of operation at all video and audio positions. Prefer men with previous television experience, however, will consider recent graduate of recognized television school. Presently expanding facilities for 100 KW operation. Many employe benefits. Contact Chief Engineer, WTVN, Inc., 753 Harmon Ave., Columbus, Ohio.

Situations Wanted

Managerial

MANAGER-SALESMAN

Recently sold my radio station. Interested in leasing, buying or management in Southeast. Contact Jimmy Childress, Elkin, North Carolina

Technical

VERSATILE ENGINEER

Anxious to return and settle Southeast. Good practical type training. Fine record of adaptability, responsibility and frequent advancement. Experience includes: Navy —some TV—2 years recording—5½ years varied AM, including 3 years Chief. Please send your requirements—or request complete resume for future reference. Box 315E, B•T.

Television

Situations Wanted

Managerial

TV GENERAL SALES MANAGER

Outstanding history of selling and changing men into salesmen. Reputation for getting things done. Aggressive approach to sales, resulting in 400% increase present station. Civic organizer and speaker who projects station into community. Now Sales Manager network basic in one of America's top markets. Sixteen years radio, six TV. Understandable reasons for seeking change.

Box 331E, B•T

Technical

PROFESSIONAL ENGINEER

Desires full charge of engineering affairs of new TV station. Designed and supervised construction of large AM-TV station in the East. Well-Known and Respected in the Industry. Tv experience dates from 1938. Proven administrative ability. Available soon.

Box 335E, B•T

Production-Programming, Others

I'M YOUR MAN

for an executive or supervisory position with your medium-market radio or TV station. Currently employed TV Program Director experienced in radio and TV programming, advertising, copy, production, etc., put radio station and TV station on air and into black. College education. Excellent record and references. Salary secondary to security, congenaility, and opportunity. Box 314E, B•T.

For Sale

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

For Sale—(Cont'd.)

TV EQUIPMENT FOR SALE

1—RCA TK-20 Film Camera, including the following:

1—Pedestal, including cradle
1—Camera control chassis
1—External edge light projector
1—33-B power supply
1—TP-9B multiplexer

Call or Write H. J. Lovell
Chief Engineer, WKY-TV
Oklahoma City, Oklahoma

FOR SALE

200 Ft. Windcharger guyed tower, galvanized steel, complete with guys, 4 side lights, base insulator, guy installers, and conduit for tower light wiring . . . presently in position. For further information write

Radio Station WMOU
Berlin, New Hampshire

RECORD BARGAIN

Station WTXL has discontinued all Western, Hillbilly programs. Our entire 78 RPM library of 2,500 records for sale. Perfect condition. $500.00. FOB, Springfield, Mass. Write, wire or Phone Springfield 9-4768 at once. Lawrence A. Reilly, General Manager, WTXL, W. Springfield, Mass.

IMMEDIATELY AVAILABLE

Result of merger for TV

Collins 737-A 5KW FM transmitter. GE BM-1-A Station Monitor. GE BY-4-A Fm antenna, 4 Bay. Johnson AM/FM Isocoupler. Windcharger 340° Type 300 tower w/lights. 400' coax line 15/8 inch 51.5 ohm

All or Part — Write or Wire

Joe Gamble, Tech., Dir.,
WRBL- WRBL-FM, WRBL-TV
Columbus, Georgia

FOR THE RECORD

(Continued from page 112)

WLBC-TV Muncie, Ind., Tri-City Radio Corp.—Mod. of CP (BPCT-789) as mod. which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2366).

WBCK-TV Battle Creek, Mich., Michigan Bcstg. Co.—Mod. of CP (BPCT-1807) as mod. which authorized replacement of CP (BPCT-1076) as mod. for new tv station for extension of completion date to 3-1-55 (BMPCT-2372).

WTOB-TV Winston-Salem, N. C., Winston-Salem Bcstg. Co.—Mod. of CP (BPCT-1497) as mod. which authorized new tv station for extension of completion date to 3-3-55 (BMPCT-2369).

WBRD Fort Lauderdale, Fla., Broward Bcstg. Co.—Mod. of CP (BP-8164) as mod. which authorized increase power; change hours of operation; install DA for day and night use and install new transmitter for extension of completion date (BMP-6615). (Resubmitted).

Remote Control

WTTB Vero Beach, Fla., Tropics Inc.—(BRC-479).

Renewal of License

WNJR Newark N. J., The Evening News Pub. Co.—Amended to change applicant name to Rollins Bcstg. Inc. (BR-174).

WKPA New Kensington, Pa., Allegheny-Kiski Bcstg Co.—(BR-2000).

WBUZ (FM) Bradbury Heights, Md., Chesapeake Bcstg. Co.—(BRH-136).

WGH-FM Newport News, Va., Hampton Roads Bcstg. Corp.—(BRH-163).

WLOG-FM Logan, W. Va., Clarence H. Frey & Robert O. Greever—(BRH-332).

WOAY-FM Oak Hill, W. Va., Robert R. Thomas Jr.—(BRH-413).

WTTG (TV) Washington, D. C., Allen B. DuMont Labs Inc.—(BRCT-101).

WSPD-TV Toledo, Ohio, Storer Bcstg Co.—(BRCT-47).

KSL-TV Salt Lake City, Utah, Radio Service Corp. of Utah—(BRCT-87).

WBNS-TV Columbus, Ohio, The Dispatch Printing Co.—(BRCT-57).

Modification of CP

KFML (FM) Golden, Colo., Evert A. Bancker Jr.—Mod. of CP (BPH-1834) for extension of completion date (BMPH-4935).

Application Returned

Albuquerque, N. M., CHE Bcstg. Co.—CP for new fm station to be operated on 96.3 mc (ch. 242), ERP: 1.36 kw.

For Sale—(Cont'd.)

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Employment Services

BROADCASTERS EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Carolina Network

$175,000.00

Aggressive market with over $20,000.00 retails sales last year. Ideal year-round tourist, agriculture, manufacturing economy. Excellent fixed asset position with valuable real estate. Under present operation, station will yield owner-manager approximately $50,000.00 per year. Over $35,000.00 net quick assets are included in the sale which can be handled for $60,000.00 down.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

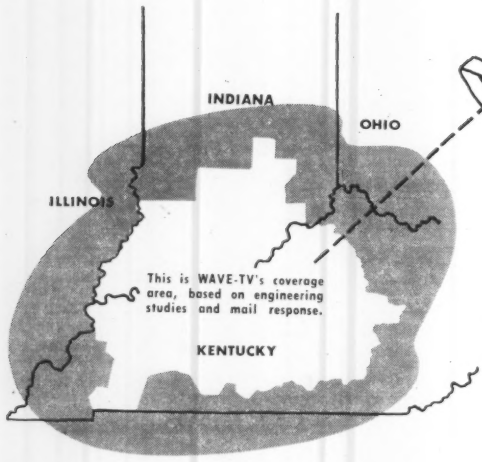
RADIO-TV-NEWSPAPER BROKERS

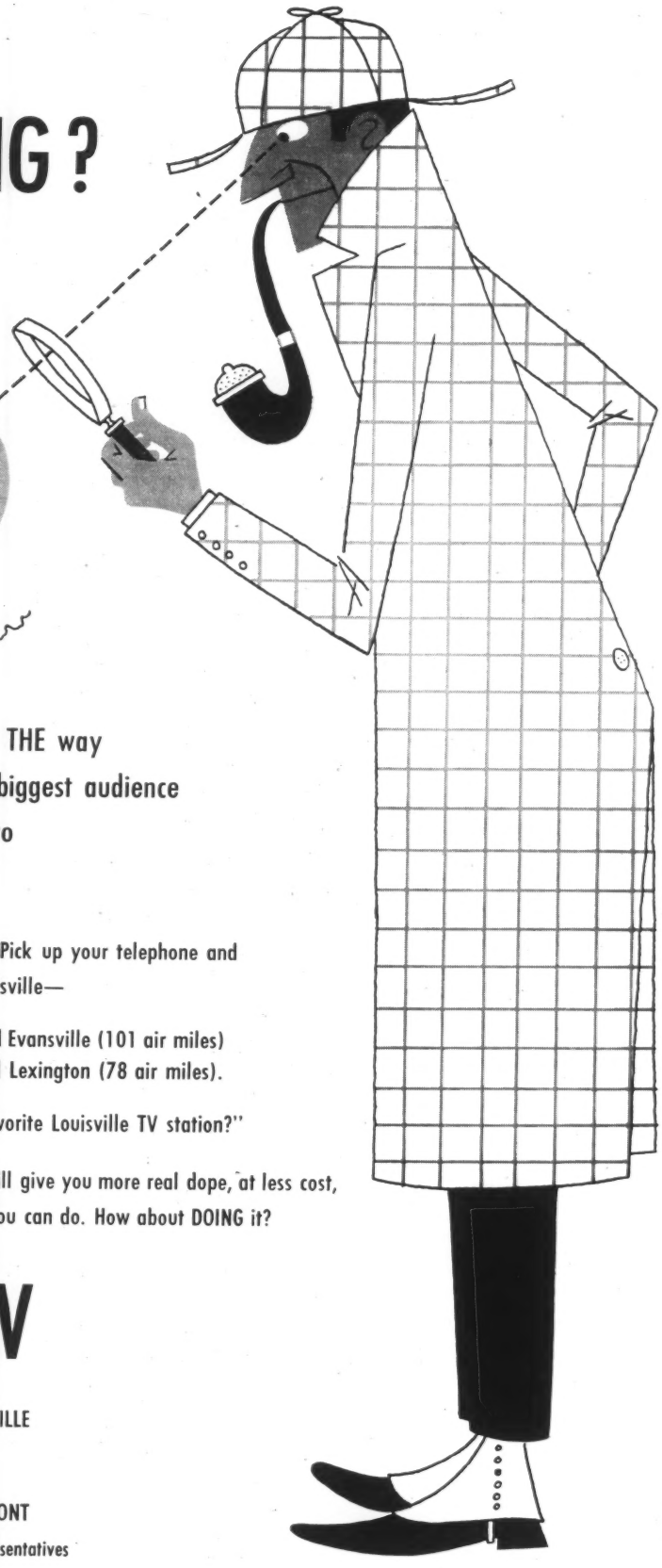
WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

INVESTIGATING?





Prowl the data books if you wish — but THE way to find what TV station gives you the biggest audience in Kentucky and Southern Indiana is to ASK YOUR REGIONAL DISTRIBUTOR.

Don't take our word for it. Pick up your telephone and call your distributors in Louisville—

—and Evansville (101 air miles)
—and Lexington (78 air miles).

Ask each, "What is your favorite Louisville TV station?"

This personal investigation will give you more real dope, at less cost, than any other "research" you can do. How about DOING it?

WAVE-TV

CHANNEL 3 · LOUISVILLE

FIRST IN KENTUCKY

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES, Exclusive National Representatives

TELESTATUS

August 16, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 245,090
WJLN-TV (48) 12/10/52-Unknown
Decatur†—
►WMSL-TV (23) Walker
Dothan†—
WTVY (9) 7/2/54-12/25/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
WKAB-TV (48) See footnote (d)
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 32,400
WSFA-TV (12) NBC; Headley-Reed; 3/25/54-9/15/54
Munford†—
WEDM (*7) 6/2/54-Unknown
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Avery-Knodel; 95,300
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 96,300
►KPHO-TV (5) CBS, DuM; Katz; 95,300
KTVK (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 28,031
►KVOA-TV (4) ABC, NBC; Raymer; 28,031
Yuma†—
►KIVA (11) NBC, DuM; Grant; 19,234

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 74,851
KETV (23) 10/30/53-Unknown
►KATV (7) (See Pine Bluff)
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 66,445
Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Forjoe; 68,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 128,595
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 46,735
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,800
Fresno—
KBID-TV Fresno (53). See footnote (d)
►KJEO (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 100,444
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,861,132
►KCOP (13) Katz; 1,861,132
►KHJ-TV (9) DuM; H-R; 1,861,132
►KNBH (4) NBC; NBC Spot Sls.; 1,861,132
►KNXT (2) CBS; CBS Spot Sls.; 1,861,132
►KTLA (5) Raymer; 1,861,132
►KTTV (11) Blair; 1,861,132
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) Initial Decision 6/3/51
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

New Starter

The following tv station is the newest to have started regular operations:

WLAC-TV Nashville (Old Hickory), Tenn. (ch. 5), Aug. 6.

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 245,167
►KFSD-TV (10) NBC; Katz; 245,167
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 982,070
►KPIX (5) CBS, DuM; Katz; 982,070
►KRON-TV (4) NBC; Free & Peters; 982,070
►KSAN-TV (32) McGillvra; 97,018
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 72,098
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 453,692
Stockton†—
►KTVU (36) NBC; Hollingbery; 110,000
KOVR (13) Blair; 2/11/54-9/6/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 47,146
►KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
►KBTV (9) ABC; Free & Peters; 227,882
►KFEL-TV (2) DuM; Blair; 227,882
►KLZ-TV (7) CBS; Katz; 227,882
►KOA-TV (4) NBC; Petry; 227,882
KRMA-TV (*6) 7/1/53-1954
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 48,587
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
WCHF (*24) 1/29/53-Unknown
WGTH-TV (18) H-R; 10/21/53-8/15/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
New London†—
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
WCNE (*63) 1/29/53-Unknown
Stamford†—
WSTF (27) 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC; Stuart; 140,800

DELAWARE

Dover†—
WHRN (40) 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 223,029
WILM-TV (83) 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 628,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Towering
OVER SOUTH FLORIDA
WTVJ now covers 1/3 of the State of Florida with 100,000 watts from its new 1000 ft Tower
South Florida's only VHF Station will deliver your TV message to 1,055,700 permanent residents spending $1,356,382,000.00 in Retail Sales*
See Your Free & Peters Colonel Today
WTVJ
CHANNEL 4
Miami
* SALES MANAGEMENT 1954

KGLO
TV CHANNEL 3
MASON CITY, IOWA

Now Serving...

Sell more people in the rich area of Northern Iowa and Southern Minnesota with KGLO-TV.

Reach more homes in this vast land of corn, hogs and beef that lies midway between Des Moines and Minneapolis with KGLO-TV.

Set Count as of August 1

100 micro-volt contour 92,412

Represented by Weed Television

LEE STATIONS

National Sales Offices

WCU BUILDING • QUINCY, ILLINOIS

Affiliated with KGLO-AM-FM

KHQA-TV, WTAD-AM-FM — Quincy, Ill.

FOR THE RECORD

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55
Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Bolling; 107,200 (also Miami)
Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,580
Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 261,000
WOBS-TV (30) Stars National; 8/12/53-March '55.
Miami—
WMIE-TV (27) Stars National; 12/2/53-9/30/54
WTHS-TV (*2) 11/12/53-Unknown
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 254,700
WMFL (33) 12/9/53-Unknown
► WITV (17) See Fort Lauderdale
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair
Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 11,000
Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 64,000
► WPFA (15) CBS, DuM; Young; 26,273
St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000
Tampa†—
Tampa Times Co. (13) Initial Decision 11/30/53
WFLA-TV (8) Blair; 8/4/54-Feb. '55
West Palm Beach—
WEAT-TV (12) Walker; 2/18/54-Nov. '54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/22/54 (granted STA June 29)

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 391,347
► WLWA (11) ABC; Crosley Sls.; 330,000
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36) 11/19/53-Summer '54
Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 100,260
► WRDW-TV (12) CBS; Headley-Reed; 98,400
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 64,441
► WRBL-TV (4) CBS; Hollingbery; 73,647
Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593
Rome†—
► WROM-TV (9) Weed; 103,514
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 46,760
WSAV Inc. (3) Initial Decision 3/31/54
Thomasville†—
WCTV (6) 12/23/53-Unknown
Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS, DuM; Free & Peters; 34,665
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000
Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,700
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54
Nampa†—
KTVI (6) 3/11/53-Unknown
Pocatello†—
KISJ (6) CBS; 2/26/53-Nov. '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 250,000
Bloomington†—
► WBLN (15) McGillvra; 113,242
Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
WTLC (*12) 11/4/53-Unknown
Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Fall '54
Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000
Decatur—
► WTVP (17) ABC, DuM; Bolling; 87,000
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000
Joliet†—
WJOL-TV (48) Holman; 8/21/53-Unknown
Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 152,418
► WTVH-TV (19) ABC, DuM; Petry; 130,000
Quincy† (Hannibal, Mo.)—
► WGEM-TV (10) ABC, NBC; Avery-Knodel 116,000
► KHQA-TV (7) See Hannibal, Mo.
Rockford—
► WREX-TV (13) ABC, CBS; H-R; 201,962
► WTVO (39) NBC, DuM; Weed; 94,000
Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811
Springfield—
► WICS (20) ABC, NBC, DuM; Young; 81,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 549,284 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000
Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 59,000
► WEHT (50) See Henderson, Ky.
Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 93,657
Anthony Wayne Bcstg Co. (69) Initial Decision 10/27/53
Indianapolis—
► WFBM-TV (6) CBS, DuM; Katz; 662,000
► WISH-TV (8) ABC; Bolling
► WTTV (4) See Bloomington
LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 57,650
Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300
Notre Dame (South Bend)†—
Michiana Telecasting Corp. (46) Initial Decision 7/27/54
Princeton†—
WRAY-TV (52) See footnote (d)
South Bend—
► WSBT-TV (34) CBS, DuM; Raymer; 111,023
Terre Haute†—
► WTHI-TV (10) CBS, DuM; Bolling
Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000
Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850
Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811
Des Moines—
► KGTV (17) ABC; Hollingbery; 76,000
► WHO-TV (13) NBC; Free & Peters; 237,000
Fort Dodge†—
► KQTV (21) Pearson; 42,100
Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 92,412
Sioux City—
KCTV (36) 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 113,294
KTIV (4) NBC; Hollingbery; 1/21/54-9/15/54
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 140,344
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz; 64,986
Topeka—
KTKA (42) 11/5/53-Unknown
► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 54,481
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-11/1/54
► KEDD (16) ABC, NBC; Petry; 101,292

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 53,161
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) Forjoe; 4/13/54-11/1/54
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b)
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 52,000
WBRZ (2) Hollingbery; 1/28/54-1/1/55
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
►KTAG (25) CBS, ABC, DuM; Young; 19,000
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 145,700
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 82,731
WTLO (20) 2/26/53-Unknown
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 49,100
Shreveport Tv Co. (12) 6/7/54-See footnote (e)
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 78,420
WTWO (2) 5/5/54-9/12/54
Lewiston—
►WLAM-TV (17) DuM; Everett-McKinney; 20,039
Poland†—
WMTW (8) ABC, CBS; 7/8/53-Aug. '54
Portland—
►WCSH-TV (6) NBC; Weed; 116,627
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 45,100

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 552,235
►WBAL-TV (11) NBC; Petry; 552,235
WITH-TV (72) Forjoe; 12/18/52-Fall '54
►WMAR-TV (2) CBS; Katz; 552,235
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
►WBOC-TV (16) Burn-Smith

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) ABC, DuM; Walker; 135,451
Boston—
►WBZ-TV (4) NBC; Free & Peters; 1,191,210
WCBH-TV (*2) 7/16/53-10/1/54
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,191,210
Brockton†—
WHEF-TV (62) 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) ABC, DuM; Everett-McKinney; 125,000
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 140,000
►WWLP (61) ABC, NBC; Hollingbery; 140,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
►WWOR-TV (14) ABC, DuM; Raymer; 55,010

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 19,800
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) See footnote (d)
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 47,699
Detroit—
WCIO-TV (62) 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,468,407
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,308,200
WTVS (*56) 7/14/54-Late '54
Booth Radio & Tv Stations Inc. (50) Initial Decision 8/3/54
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 444,502
Peninsular Broadcasting Co. (23) Initial Decision 7/30/54
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 504,123
Lansing—
►WILS-TV (54) ABC, DuM; Venard; 55,000
►WJIM-TV (6) ABC, CBS, NBC; H-R; 396,102
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51) 10/29/53-Unknown
Traverse City†—
►WPBN-TV (7) NBC; Holman

MINNESOTA

Austin—
►KMMT (6) ABC, DuM; Pearson; 92,869
Duluth† (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 56,500
WFTV (38) See footnote (d)
►WDSM-TV (6). See Superior, Wis.
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
KEYD-TV (9) H-R; 6/10/54-1/1/55
►WCCO-TV (4) CBS; Free & Peters; 477,000
►WTCN-TV (11) ABC, DuM; Blair; 454,863
Rochester—
►KROC-TV (10) NBC; Meeker; 75,000
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 477,000
►WMIN-TV (11) ABC, DuM; Blair; 460,100

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Early '55
Jackson—
►WJTV (25) CBS, DuM; Katz; 50,224
►WLBT (3) NBC; Hollingbery; 87,085
►WSLI-TV (12) ABC; Weed; 85,000
Meridian†—
WCOC-TV (30) See footnote (d)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18) 4/16/53-Unknown
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 49,595
Festus†—
KACY (14) See footnote (d)
Hannibal† (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 117,776
►WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
KRCG (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-9/12/54
Kansas City—
►KCMO-TV (5) ABC, DuM; Katz; 402,796
►KMBC-TV (9) CBS; Free & Peters; 402,796
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 402,796
Kirksville†—
KTVO (3) 12/16/53-8/16/54
St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 106,735
St. Louis—
KETC (*9) 5/7/53-Unknown
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 654,934
KSTM-TV (36) See footnote (d)
►KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
►WTVI (54) See Belleville, Ill.
Sedalia†—
►KDRO-TV (6) Pearson
Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 49,456
►KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
►KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 15,000
Butte†—
►KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
►KXLF-TV (6). No estimate given.
Great Falls†—
►KFBB-TV (5) CBS, ABC, DuM; Headly-Reed; 11,000
Missoula†—
►KGVO-TV (13) ABC, CBS, DuM; Gill-Perna; 10,000

NEBRASKA

Holdrege (Kearney)—
►KHOL-TV (13) CBS, DuM; Meeker; 38,853
Lincoln—
KUON (12) See footnote (d)
►KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 94,150
Omaha—
►KMTV (3) ABC, CBS, DuM; Petry; 283,150
►WOW-TV (6) NBC, DuM; Blair; 248,594

NEVADA

Henderson†—
KLRJ-TV (2) Pearson 7/2/54-12/1/54
Las Vegas†—
►KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 15,421
Reno—
►KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

look at...and love

KNOE-TV

Yes, owners of 145,700 TV sets in Arkansas, Louisiana and Mississippi indicate more every day that KNOE-TV is considered their home station. Our coverage area includes 1,664,000 people with spendable industrial and agricultural income of $1,591,352,000. As more and more industry moves South, there's spectacular growth in this rich 3-state market, and it's a consistent, sound growth. Schedules on KNOE-TV will help your sales keep pace with this spectacular growth. Call us or H-R Television, Inc.

Channel 8–Monroe, La.

CBS — NBC — ABC — DUMONT

Represented Nationally by

H-R TELEVISION, Inc.

Paul Goldman

Vice President & Gen'l Manager

A JAMES A. NOE STATION

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 235,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) See footnote (d)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 22,418

NEW YORK

Albany(Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 95,877
► WTRI (35) CBS; Headley-Reed; 93,515
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 292,220
WQTV (*46) 8/14/52-Unknown
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-10/1/54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 410,201. See footnote (a).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
WGR-TV (2) NBC, DuM; Headley-Reed; 4/7/54-8/14/54
WTVF (*23) 7/24/52-Unknown
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-9/26/54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 9,600

New York—
► WABC-TV (7) ABC; Petry; 4,180,000
► WABD (5) DuM; Avery-Knodel; 4,180,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,180,000
► WNBT (4) NBC; NBC Spot Sls.; 4,180,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,180,000
► WPIX (11) Free & Peters; 4,180,000
► WATV (13) See Newark, N. J.
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 252,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls; 373,250
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,000
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 344,242
Utica—
WFRB (19) 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 145,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 29,950
WLOS-TV (13) ABC, DuM; Venard; 12/9/53-9/1/54
Chapel Hill†—
WUNC-TV (*4) 9/30/53-September '54
Charlotte—
► WAYS-TV (33) ABC, NBC, DuM; Bolling; 51,249
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) NBC; Headley-Reed; 1/21/54-Sept. '54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 233,474
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 63,676
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 71,300
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 31,076
WTHT (3) 2/17/54-Aug. '54
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 218,599
► WTOB-TV (26) ABC, DuM; H-R; 57,300

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) ABC, CBS, NBC, DuM; Blair; 16,515
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,680
Valley City†—
► KXJB-TV (4) CBS; Weed

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 148,710
Ashtabula†—
► WICA-TV (15) 20,000
Cincinnati—
► WCET (*48)
► WCPO-TV (9) ABC, DuM; Branham; 500,000
► WKRC-TV (12) CBS; Katz; 525,000
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Oct. '54
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,039,216
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown
Columbus—
► WBNS-TV (10) CBS; Blair; 307,000
► WLWC (4) NBC; WLW Sls.; 307,000
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
► WLWD (2) ABC, NBC; WLW Sls; 320,000
Elyria†—
WEOL-TV (31) 2/11/54-Fall '54
Lima—
WIMA-TV (35) Weed; 12/4/52-Summer '54
► WLOK-TV (73) NBC; H-R; 60,881
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 286,382
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 116,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 138,218
Zanesville—
► WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,306

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 176,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson
Lawton†—
► KSWO-TV (7) DuM; Pearson; 52,348
Miami†—
KMIV (58) 4/22/53-Unknown
Muskogee†—
KTVX (8) ABC, DuM; Avery-Knodel; 4/7/54-9/1/54
Oklahoma City—
► KMPT (19) DuM; Bolling; 98,267
► KTVQ (25) ABC, NBC; H-R; 121,774
► KWTV (9) CBS, DuM; Avery-Knodel; 256,102
► WKY-TV (4) ABC, NBC; Katz; 274,445
KETA (*13) 12/2/53-Unknown
Tulsa—
► KCEB (23) NBC, DuM; Bolling; 98,513
► KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
KVOO-TV (2) 7/8/54-Unknown
KOED-TV (*11). 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 24,000
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 21,130
Portland—
► KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
► KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 181,034
KLOR (12) ABC; Hollingbery; 7/22/54-Unknown
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 76,492
Chambersburg†—
WCHA-TV (46) See Footnote (d)
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 75,410
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 218,500
► WSEE (35) CBS, DuM; Avery-Knodel; 29,173
WLEU-TV (66) 12/31/53—Unknown
Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-9/15/54
► WHP-TV (55) CBS; Bolling; 166,423
► WTPA (71) NBC; Headley-Reed; 166,423
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) Weed
► WJAC-TV (6) CBS, NBC, DuM; Katz; 776,372
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 554,914
WWLA (21) Venard; 5/7/53-Fall '54
Lebanon†—
► WLBR-TV (15) Burn-Smith; 170,700
New Castle†—
► WKST-TV (45) DuM; Everett-McKinney; 139,578
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls; 1,843,213
► WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 1,791,161
Pittsburgh—
► WDTV (2) CBS, NBC, DuM; DuM Spot Sls.; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 356,354
WKJF-TV (53) See footnote (d)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley Reed; 95,000
► WHUM-TV (61) CBS; H-R; 175,000
Scranton—
► WARM-TV (16) ABC; Hollingbery; 168,000
► WGBI-TV (22) CBS; Blair; 165,000
► WTVU (73) Everett-McKinney; 150,424

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Sharon†—
WSHA (39) 1/27/54-Unknown
Wilkes-Barre—
▶WBRE-TV (28) NBC; Headley-Reed; 166,000
▶WILK-TV (34) ABC, DuM; Avery-Knodel; 177,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54
York—
▶WNOW-TV (49) DuM; Forjoe; 87,400
WSBA-TV (43) ABC; Young; 86,400

RHODE ISLAND

Providence—
▶WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,-925
▶WNET (16) ABC, CBS, DuM; Raymer; 41,790
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown
Anderson—
▶WAIM-TV (40) CBS; Headley-Reed; 48,300
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
▶WCSC-TV (5) ABC, CBS; Free & Peters; 113,048
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/26/54
Columbia—
▶WCOS-TV (25) ABC; Headley-Reed; 57,700
▶WIS-TV (10) NBC; Free & Peters; 107,450
▶WNOK-TV (67) CBS, DuM; Raymer; 56,001
Florence†—
WBTW (8) CBS; 11/25/53-9/26/54
Greenville—
▶WFBC-TV (4) NBC; Weed; 277,632
▶WGVL (23) ABC, DuM; H-R; 75,300
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Fall '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown
Sioux Falls†—
▶KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 79,172

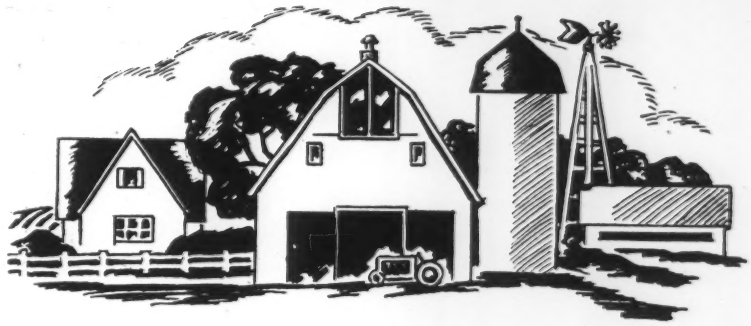
TENNESSEE

Chattanooga—
▶WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
WDXI-TV (7) Burn-Smith; 12/2/53-Aug. '54
Johnson City—
▶WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917
Knoxville—
▶WATE (6) ABC, NBC; Avery-Knodel; 81,296
▶WTSK (26) CBS, DuM; Pearson; 77,200
Memphis—
▶WHBQ-TV (13) CBS; Blair; 287,818
▶WMCT (5) ABC, NBC, DuM; Branham; 287,818
Nashville—
▶WSIX-TV (8) CBS; Hollingbery; 192,969
▶WSM-TV (4) NBC, DuM; Petry; 192,969
Old Hickory (Nashville)—
▶WLAC-TV (5) CBS; Katz

TEXAS

Abilene†—
▶KRBC-TV (9) ABC, NBC, DuM; Pearson; 34,803
Amarillo—
▶KFDA-TV (10) ABC, CBS, Branham; 52,252
▶KGNC-TV (4) NBC, DuM; Katz; 52,252
KLYN-TV (7) 12/11/53-Unknown
Austin—
▶KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 80,081
Beaumont†—
▶KBMT (31) ABC, NBC, DuM; Forjoe; 28,108
Beaumont Bcstg. Corp. (6) 8/4/54-Unknown
Big Spring†—
KBST-TV (4) 7/22/54-Unknown
Corpus Christi†—
▶KVDO-TV (22) NBC; Young; 14,744
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
▶KRLD-TV (4) CBS; Branham; 393,971
▶WFAA-TV (8) ABC, NBC, DuM; Petry; 398,000
El Paso—
▶KROD-TV (4) ABC, CBS, DuM; Branham; 54,584
▶KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54
Ft. Worth—
▶WBAP-TV (5) ABC, NBC; Free & Peters; 378,650
Galveston—
▶KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000
Harlingen† (Brownsville, McAllen, Weslaco)—
▶KGBT-TV (4) ABC, CBS, DuM; Pearson; 37,880

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.



The 7th Farm Area in the Nation

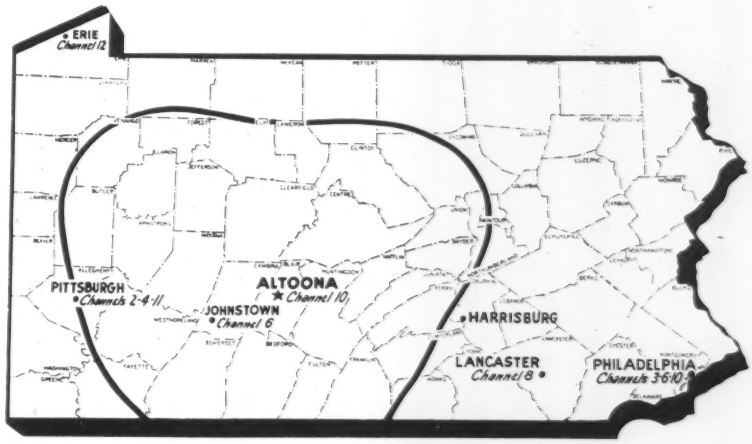
Telenews reports Altoona seventh in a group of 35 "preferred farm markets," with 79,220 TV farm homes within a radius of 50 miles of a TV station. No other Pennsylvania city was listed in this select group.

Is Covered by WFBG-TV

CHANNEL 10 **316,000 WATTS**

OTHER PLUS VALUES
- Television Homes, 428,774
- Retail Sales, $1.9 Billion
- Tower Height, 990 Feet Above Average Terrain

The Station You Need to Sell the Rich Pennsylvania Area Between Pittsburgh and Harrisburg



WFBG TV AM

The Gable Broadcasting Co.

ALTOONA, PA.

ABC CBS NBC DuMONT

Represented Nationally by H-R Television, Inc.

Houston—
KNUZ-TV (39) See footnote (d)
► KPRC-TV (2) NBC; Petry; 353,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
► KTVE (32) Forjoe; 23,076
Lubbock—
► KCBD-TV (11) ABC, NBC; Pearson; 57,394
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 57,394
KFYO-TV (5) Katz; 5/7/53-Unknown
Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 35,800
San Angelo—
► KTXL-TV (8) ABC, CBS, NBC, DuM; Venard; 33,680
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 203,487
► WOAI-TV (4) NBC; Petry; 203,487
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 82,897
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC, DuM; Pearson; 43,650
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer; 37,280
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 163,200
► KTVT (4) NBC; Blair; 163,200
KUTV (2) ABC; Hollingbery; 3/26/53-9/7/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/7/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,545
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300
Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 85,304
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440
Newport News—
► WACH-TV (33) Avery-Knodel
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 325,987
► WTOV-TV (27) ABC, DuM; Forjoe; 108,300
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 458,278
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 264,645

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216
Seattle—
► KING-TV (5) ABC; Blair; 358,600
► KOMO-TV (4) NBC; Hollingbery; 358,600
KCTS (*9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 79,567
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 87,027
Louis Wasmer (2) Bolling; 3/18/54-10/1/54
Tacoma—
► KMO-TV (13) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 358,600
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 26,491

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC; Weed; 40,100
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/12/54 (granted STA June 17)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 432,250
Greater Huntington Radio Corp. (13) Initial Decision 7/30/54
Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 195,670
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
► WKBT (8) CBS, NBC, DuM; Raymer; 34,600
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 53,500
► WMTV (33) ABC, NBC, DuM; Meeker; 55,500
Badger Television Co. (3) Initial Decision 7/31/54
Marinette† (Green Bay)—
WMBV-TV (11) NBC; George Clark; 11/18/53-9/12/54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 365,750
► WOKY-TV (19) ABC, DuM; Gill-Perna; 323,054
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 681,953
WTVW (12) 6/11/54-Unknown
Neenah†—
► WNAM-TV (42) ABC; George Clark
Superior† (Duluth, Minn.)—
► WDSM-TV (6) CBS, DuM; Free & Peters; 57,300
► KDAL-TV (3). See Duluth, Minn.
Wausau†—
WOSA-TV (16) 2/10/54-Unknown
WSAU-TV (7) Meeker; 5/12/54-Sept. '54

WYOMING

Cheyenne†—
► KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 9,500
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 57,000
► KONA (11) NBC, DuM; NBC Spot Sls; 56,000
► KULA-TV (4) ABC; Headley-Reed; 58,000

PUERTO RICO

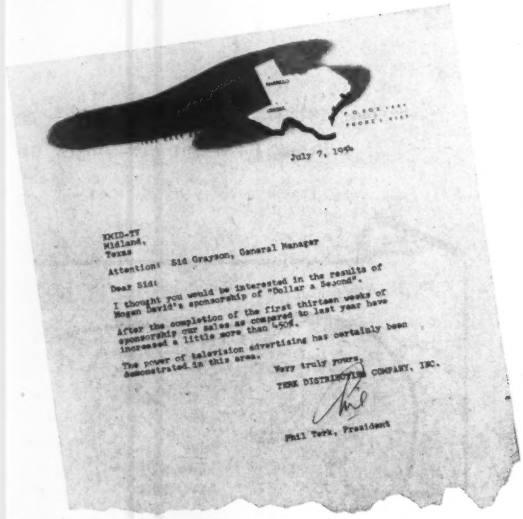
San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
► CHCH-TV (10)
Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy, Weed; 50,000
London†—
► CFPL-TV (10) CBS; All-Canada, Weed; 65,000
Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433
Ottawa—
► CBOT (4) 10,100
Quebec City†—
► CFCM-TV (4)
St. John, N. B.—
► CHSJ-TV (4) CBS
Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 8,247
Toronto—
► CBLT (9) 222,500

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

thank you Mogen David Wine!


July 7, 1954
KMID-TV
Midland, Texas
Attention: Sid Grayson, General Manager
Dear Sid:
I thought you would be interested in the results of Mogen David's sponsorship of "Dollar a Second".
After the completion of the first thirteen weeks of sponsorship our sales as compared to last year have increased a little more than 450%.
The power of television advertising has certainly been demonstrated in this area.
Very truly yours,
TENK DISTRIBUTING COMPANY, INC.
Phil Tenk, President

The Mogen David letter is just one of many which prove the selling power of KMID-TV.

Want a *real* surprise? Send for the KMID-TV rate card — at once. Give it a try. First thing you know, *you'll* be writing us a letter like this yourself!

Sincerely,

Sid Grayson

KMID TV Channel 2 Midland-Odessa, Texas

Venard-Rintoul & McConnell National Representatives

Clarke-Brown Co., Dallas Southwestern Representatives

S. A. Grayson General Manager

Vancouver—
▸CBUT (2) CBS
Winnipeg†—
▸CBWT

MEXICO

Juarez† (El Paso, Tex.)—
▸XEJ-TV (5) National Time Sales; 20,000 (Spanish-family owned).
Tijuana† (San Diego)—
▸XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 390; total cities with stations on air: 264. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 31,833,384.

*Indicates educational stations.
†Cities NOT interconnected with AT&T.
(a) Figure does not include 325,748 sets which WBEN-TV Buffalo reports it serves in Canada.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's; WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; KDZA-TV Pueblo, Colo.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KSTM-TV St. Louis; KUON (TV) Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio: WCHA-TV Chambersburg, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.

(e) Shreveport Tv Co. has received final grant for ch. 12, but has not, as yet, assumed operation of KSLA (TV), licensed by the Interim Tv Corp.

UPCOMING

AUGUST

Aug. 21: Oklahoma chapter, American Women in Radio & Tv, Hotel Tulsa, Tulsa.
Aug. 21-22: Arkansas Broadcasters Assn., Velda Rose Courts, Hot Springs.
Aug. 22-24: Georgia Assn. of Broadcasters, King & Prince Hotel, St. Simons Island.
Aug. 23: Missouri Broadcasters Assn., Sedalia.
Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.
Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.
Aug. 26: Joint meeting, Los Angeles-San Francisco chapters, West Coast Electronics Mfrs. Assn., Statler Hotel, Los Angeles.
Aug. 27-28: West Virginia Assn. of Broadcasters, The Greenbrier, White Sulphur Springs.
Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.
Aug. 28-29: Montana Radio Stations Inc., Flathead Lake Lodge, Big Fork.
Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.
Aug. 31-Sept. 1: NBC Tv Affiliates meeting, Drake Hotel, Chicago.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.
Sept. 1-2: CBS Radio Affiliates meeting, Edgewater Beach Hotel, Chicago.
Sept. 12: Second district Advertising Federation of America, reorganization, Johnston, Pa.
Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.
Sept. 15: FCC hearing in Washington on license renewal application of Edward Lamb's WICU (TV) Erie, Pa.
Sept. 19-21: Seventh district, Advertising Federation of America, Biltmore Hotel, Atlanta, Ga.
Sept. 24: Mid-Atlantic Workshop, Public Relations Society of America, Hotel Statler, Washington.
Sept. 26-28: Tenth district, Advertising Federation of America, San Antonio, Tex.
Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.
Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington.
Sept. 28: New England film directors, Hotel Statler, Boston.
Sept. 29-Oct. 2: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.
Sept. 30-Oct. 1: Radio Technical Commission for Aeronautics, fall assembly, Willard Hotel, Washington.
Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.
Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 8-10: New York State Conference, American Women in Radio & Tv, Park Sheraton Hotel, New York.
Oct. 9-10: Third district, Advertising Federation of America, Hotel Roanoke, Roanoke, Va.
Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.
Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.
Oct. 13-17: Audio Engineering Society, Hotel New Yorker, New York.
Oct. 15-16: Ohio State U. advertising conference, Columbus.
Oct. 15-17: Pennsylvania chapter, American Women in Radio & Tv, Warwick Hotel, Philadelphia.
Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.
Oct. 22-24: Midwest Inter-City Conference of Women's Advertising Clubs of Advertising Federation of America, St. Louis.
Oct. 22-24: New England Hi-Fi Music Show, Hotel Touraine, Boston.
Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.
Oct. 28: Standard band broadcasting conference between U. S. and Mexico, Mexico City.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.
Nov. 10-13: Sigma Delta Chi, Columbus, Ohio.
Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.
Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTINGS

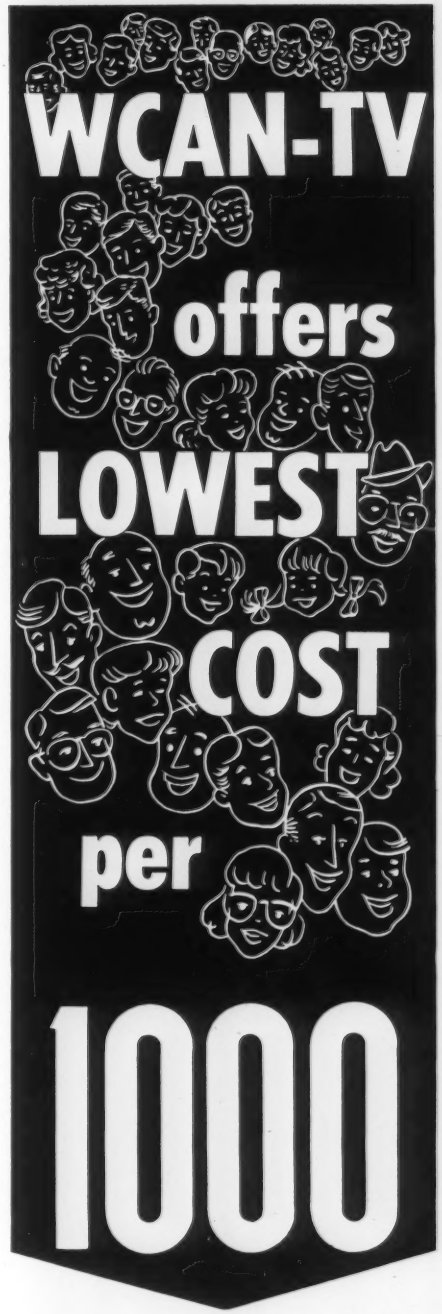
BAB Clinics

Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana.
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah.
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 20: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 20-21: NARTB Dist. 4, Cavalier Hotel, Virginia Beach, Va.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 4-5: NARTB Dist. 8, Sheraton-Cadillac Hotel, Detroit.
Oct. 7-8: NARTB Dist. 10, Fontenelle Hotel, Omaha.
Oct. 11-12: NARTB Dist. 9, Lake Lawn Hotel, Lake Delavan, Wis.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn, Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y
ELDORADO 5-0405



Cost of WCAN-TV is only $1.33 per 1000 as against national cost of $1.75 per thousand.
CBS
WCAN-TV
CHANNEL
MILWAUKEE 25
Represented Nationally by
Alex Rosenman, 347 Madison Ave., N. Y.

For the Public: Ear Muffs & Blinders

THE decision by the special Senate committee to bar radio and television from the public hearings on the resolution to censure Sen. Joseph R. McCarthy has provoked the serious protests which it deserves. To call them "public" hearings if radio and tv are excluded is to misuse the language.

Again the Senate, in trying to avoid indecorous conduct, is confused about the sources of indecorum. The character of the forthcoming hearings will not be determined by the presence or absence of radio and tv but by the manner in which the Senators behave themselves. Keeping the broadcast media from the premises is certainly no guarantee of mannerly behavior by participants. Admitting these media is not an invitation for Senators to make fools of themselves.

In opening the hearings to working newsmen, the special committee has indicated its recognition of the vital public interest in the case. In closing them to radio and television, the committee has deprived the public of the first-hand observation that only these media—particularly television—can provide.

Before the start of the proceedings there is time for the committee to change its mind. We hope the impressive arguments already made by broadcasters will force a sensible reversal of the ban.

Selling America to Americans

"BROADCAST Media Delivered 5.5 Billion Home Impressions for Public Service Messages Last Year. Radio, Tv, Cooperation Hit All-Time High."

That headline was written by the Advertising Council on a news release yesterday (Sunday) based on its 12th annual report. It is a success story for the broadcast media because the Council, a private, non-profit organization, points to the results. They came in volunteers for the Ground Observer Corps; in increased church memberships and attendance; in reduction in accident death tolls; in Defense Bond sales; in increased Red Cross contributions, and in dozens of other public service projects.

The Council is an organization unique in our economy. It started during World War II to funnel war effort campaigns into our advertising media. The advertisers contribute men and money, the advertising agencies volunteer ideas, plans and skills, the media contribute time and space. The combination produces results that the richest organizations or even governments could not afford.

Needed: More Light on Satellites

NOW THAT the FCC has announced its new satellite station plan as a means of alleviating some of the problems of uhf stations, there appears to be agreement on one point only—almost everybody is confused.

It could be that the FCC meant to make its Aug. 5 action innocuous, so it could entice comments from station operators, notably those in uhf who have been pleading for some means of competing more effectively with their entrenched vhf competitors. If that is its purpose, the Commission certainly succeeded, because it is going to get plenty of requests for clarification. By the time most of the Commission members return from the hills and the lakes where they are vacationing until Labor Day the staff will have some notion of the reception given the radical plan—first departure from the final allocations of 1952 which ended the tv freeze.

The FCC makes one point clear—it will consider satellite applications on a case to case basis. It will waive its "duopoly" rules where appropriate showings are made. But all other rules governing station ownership and operation will apply to these stations which do not originate local programs.

Obviously, the FCC wants to give uhf stations a lift. The opportunity also would be open to vhf stations to fill in their coverage patterns to provide acceptable service to unserved areas. There are those (including dissenting Comr. Hennock) who feel the new procedure will be used as a device to permit vhf stations to invade areas now served by uhf stations, and sound their death knell.

That, it should be obvious, is pure bunk. The avowed intent is to help, not hinder uhf. The FCC knows that the policy will be as good—or as bad—as the manner in which it is administered.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I forgot my Zoomar lens!"

Prospective applicants will want to know more about many things. What about the costs? Will it be more expensive to operate a couple of satellites in conjunction with a uhf "mother" station than it is to operate a single vhf covering substantially the same area? Will unattended satellites be permitted? Technically there do not appear to be serious problems.

The FCC, before it moves, must spell out precisely just how the new policy will work.

The Lamb Case

TO SAY that Edward Lamb, the embattled lawyer-broadcaster-publisher, is in the switches with the FCC is the understatement of the year. But it should be clear too that the FCC is in just as serious trouble if it can't prove its charges—charges that appear generally to be misunderstood.

The allegation is not that Mr. Lamb is a communist. We doubt that he ever was, and we would vouch that not by the wildest stretch would he advocate violence against our form of government. What Mr. Lamb is charged with is failure to disclose to the FCC in applications for license or renewal, alleged former associations with individuals or organizations identified with the Communist Party. In a word, the FCC staff contends that he lied and that it has evidence and witnesses to back up the charges.

If, as the FCC contends, Mr. Lamb toyed with the truth—or worse—about those former associations, it stands to reason that he is not qualified to hold licenses for radio and television stations worth several million dollars. The burden of proof, however, is on the FCC, not on Mr. Lamb.

There are numerous people who are loyal Americans but who, in a less realistic era, made questionable associations. Mr. Lamb has protested, in every forum available to him, that he never has been and is not identified with any un-American activity. He has offered a $10,000 reward for any proof to the contrary.

Mr. Lamb gets his hearing before the FCC beginning Sept. 15 (unless he seeks a further postponement). He will be confronted with the FCC charges. The Commission's witnesses will be available for cross-examination.

It will all be out in the open. Mr. Lamb has an opportunity to clear his name and get clear title to his station licenses. If he lied, the public interest requires that he be divested of those licenses.

If, on the other hand, the FCC is unable to prove its charges, it will have to answer to an angry Congress. In those circumstances, with the Congressional temper what it is, we have little doubt that a move to abolish the FCC and create a new agency would meet with considerable Congressional favor.

In Milwaukee One Station
has maintained an unapproached position for service to the public

That Station Is:

Of the 27 radio programs listed as deserving Public Commendation by The Milwaukee County Radio and Television Council During 1953—

12 were WISN public service programs

Twice as many commendations as the next station

Give your advertising the benefit of the automatic market acceptance which is accorded WISN.

WISN
THE MILWAUKEE ADDRESS OF
Represented by the
KATZ AGENCY, INC.
New York • Detroit • Chicago • Kansas City
Atlanta • Dallas • San Francisco • Los Angeles